PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																								
A DIFFERENT WORLD(R)	A	17.4	33	1542	1627	294	248	75	716	317	477	396	279	193	430	211	305	242	171	95	192	117	289	190
THU 8.30P 30 NBC 6	B	16.7	33	1480	1644	301	256	103	731	331	498	412	281	192	435	219	315	250	164	94	199	123	278	184
208 99 CS 41	C	22.7	38	2007	1761	338	283	100	805	326	521	448	328	237	456	202	308	266	190	118	204	116	295	192
ABC MONDAY NIGHT MOVIE(R)	A	11.1	20	983	1455	338	263	51^	832	252	454	419	401	322	450	126	230	242	245	177	68	37^	105	68
MON 8.00P 180 ABC 2	B	10.5	19	930	1481	342	265	57	830	269	468	429	388	304	467	145	253	254	236	168	70	42^	113	72
208 99 FF 18	C	14.8	24	1308	1587	325	257	82	814	272	489	456	398	264	547	194	336	319	267	166	109	58	118	72
HOLLYWOOD WIVES, PT.2																								
8.00 - 8.30	A	8.8	17	780	1384	349	271	45^	848	234	458	444	420	331	394	81^	181	206	234	166	62^	31^	80^	44^
8.30 - 9.00	A	9.9	18	877	1402	346	265	40^	835	241	449	437	420	323	413	102	199	221	240	171	62^	33^	92	63^
9.00 - 9.30	A	10.8	19	957	1478	348	271	50^	845	266	471	426	406	321	448	126	232	243	254	176	67	39^	119	72
9.30 - 10.00	A	11.5	20	1019	1487	337	265	55^	842	262	466	413	402	325	456	133	233	245	245	181	72	43^	117	73
10.00 - 10.30	A	12.4	22	1099	1494	337	260	57^	831	256	453	406	394	323	480	142	255	259	252	184	72	39^	111	74
10.30 - 11.00	A	13.1	24	1161	1472	322	251	54^	805	249	438	401	376	312	488	153	263	264	243	184	73	35^	106	75
ABC NFL PRE-SEASON FTBL(S) SAT 8.00P 185 ABC	A	7.3	16	647	1497	199	166	25v	504	132	265	245	236	203	827	254	518	501	410	259	82^	19v	85^	56^
210 97 SE																								
WASHINGTON VS MIAMI																								
8.00 - 8.30	A	6.9	16	611	1511	203	158	20v	558	116	264	251	257	257	765	210	458	460	371	259	88^	10v	100^	69^
8.30 - 9.00	A	7.3	17	647	1475	201	170	14v	496	125	261	240	230	199	793	234	494	476	390	252	87^	21v	99	69^
9.00 - 9.30	A	7.0	15	620	1449	172	155	17v	467	119	238	217	216	197	834	239	525	504	426	258	71^	17v	77^	54^
9.30 - 10.00	A	6.6	14	585	1500	181	153	24v	517	128	248	226	230	236	854	248	510	479	427	295	65^	17v	64^	46^
10.00 - 10.30	A	8.0	17	709	1492	207	174	36^	487	150	279	260	231	170	847	286	554	529	416	243	79^	23v	78^	47^
10.30 - 11.00	A	8.4	18	744	1481	209	174	33^	475	135	276	252	239	169	828	276	532	519	409	246	90	23^	88	53^
11.00 - 11.30	A	7.5	16	665	1423	217	173	40^	493	157	293	265	231	170	767	271	495	487	379	212	93^	23v	70^	46^
ABC SUNDAY NIGHT MOVIE(R)	A	10.2	18	904	1624	328	276	86	736	293	504	436	347	195	580	244	412	384	269	128	133	67^	175	116
SUN 9.00P 120 ABC 6	B	10.7	19	948	1619	316	259	71	752	269	474	429	359	229	608	232	399	371	286	166	110	52	150	98
208 97 FF 24	C	13.2	22	1167	1709	321	261	82	749	270	478	442	363	217	677	259	458	435	337	166	131	56	152	98
A BUNNY'S TALE																								
9.00 - 9.30	A	9.1	16	806	1659	315	264	77^	728	287	479	404	327	220	621	263	440	409	285	142	123	59^	188	124
9.30 - 10.00	A	10.3	18	913	1618	313	262	86	718	286	487	418	333	195	590	250	423	397	272	125	133	68^	177	114
10.00 - 10.30	A	10.7	19	948	1636	342	289	94	750	303	526	460	359	183	571	242	408	381	269	124	146	73	169	108
10.30 - 11.00	A	10.7	20	948	1589	337	286	87	748	296	520	457	365	186	542	223	381	352	254	124	128	68	170	119
ABC THURSDAY NIGHT MOVIE(R)	A	7.7	15	682	1503	289	219	78^	795	244	414	386	363	326	492	156	279	279	243	165	75^	40^	142	77^
THU 8.00P 120 ABC 5	B	8.0	15	707	1520	290	211	59	819	192	368	367	406	385	528	154	276	272	254	210	68	36^	105	66
208 99 FF 9	C	8.7	16	771	1540	290	214	66	812	209	392	385	397	356	521	170	295	284	245	189	88	46	120	81
KRAMER VS. KRAMER																								
8.00 - 8.30	A	6.9	14	611	1483	277	213	79^	785	207	406	396	385	326	496	130	264	275	273	172	68^	35^	134	64^
CONT'D																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
ABC THURSDAY NIGHT MOVIE-CONT'D																												
	8.30 - 9.00				A	7.4	14	656	1542	295	223	77^	808	251	429	392	371	324	489	152	280	280	243	166	79^	42^	166	88^
	9.00 - 9.30				A	7.9	15	700	1519	290	222	77^	796	253	417	379	356	328	498	164	287	287	238	168	76^	43^	149	89^
	9.30 - 10.00				A	8.6	16	762	1469	293	216	78^	791	259	403	378	344	326	485	173	285	274	225	156	74^	40^	119	66^
ALF(R)					A	14.6	27	1294	1721	316	275	88	676	326	484	385	246	165	486	267	392	323	186	67	178	80	381	250
MON	8.00P	60	NBC	7	B	13.3	26	1182	1722	302	257	94	692	327	485	388	261	175	493	259	390	324	197	74	175	96	361	231
	202	98	CS	43	C	17.0	28	1511	1869	307	260	99	719	312	499	431	295	180	509	247	393	336	217	90	219	106	422	273
	8.00 - 8.30				A	13.5	26	1196	1727	307	268	88	686	329	475	377	236	182	494	269	396	332	189	68	181	83	365	245
	8.30 - 9.00				A	15.6	28	1382	1727	326	283	88	672	326	495	394	257	151	483	267	392	317	185	66	176	79	397	255
AMEN(R)					A	13.1	26	1161	1587	299	201	60	850	193	397	381	399	405	437	120	214	198	200	185	118	75	182	131
SAT	9.30P	30	NBC	6	B	13.8	29	1226	1589	285	211	75	836	240	427	384	360	361	428	124	222	204	196	174	126	75	199	144
	197	93	CS	40	C	16.6	30	1470	1697	312	231	70	861	242	429	402	377	375	468	147	247	228	209	189	150	93	217	153
AMERICA'S MOST WANTED					A	7.9	16	700	1728	397	362	130	706	334	536	440	298	129	664	322	523	432	294	110	142	72^	216	120
SUN	8.00P	30	FOX	7	B	6.8	14	605	1689	331	294	106	686	321	505	406	284	148	667	335	525	436	284	107	142	71	194	119
	128	87	OP	19	C	6.5	12	575	1737	349	305	108	708	327	523	426	303	149	665	324	525	447	296	102	171	84	193	110
BEST OF TV BLOOPERS-JOKES(R)					A	7.5	17	665	1570	259	209	92^	787	239	413	387	354	303	507	138	271	268	251	199	116	69^	160	121

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
FRI	8.00P	60	NBC	6	B	7.6	17	676	1567	242	188	81	736	220	393	370	346	287	542	189	315	295	257	182	133	65	156	106
	191	94	CV	12	C	8.1	18	716	1574	237	185	70	735	221	389	365	339	290	535	187	314	283	243	183	134	71	171	116
	8.00 - 8.30				A	7.4	17	656	1553	251	196	93^	781	227	396	378	347	314	513	134	267	253	249	214	108	65^	152	112
	8.30 - 9.00				A	7.7	17	682	1565	263	218	90^	784	247	424	391	357	289	494	141	272	278	251	181	122	72^	166	128
BILL COSBY SHOW(R)					A	17.5	35	1551	1582	279	233	79	738	290	442	362	281	255	442	199	289	233	179	125	165	102	238	155
THU	8.00P	30	NBC	7	B	16.4	33	1452	1627	297	252	93	749	304	473	399	292	238	453	211	306	249	175	119	176	107	250	162
	213	99	CS	47	C	24.4	42	2163	1763	326	267	89	823	298	490	431	341	285	480	188	298	265	207	149	177	99	283	183
BLACKE'S MAGIC(R)					A	7.1	14	629	1626	307	242	83^	852	230	469	464	438	303	557	133	296	302	294	218	81^	46^	137	107
FRI	9.00P	60	NBC	3	B	7.0	14	623	1619	263	198	80	778	208	421	420	392	294	569	143	297	306	296	222	110	44^	161	108
	193	96	SM	3	C	7.0	14	623	1619	263	198	80	778	208	421	420	392	294	569	143	297	306	296	222	110	44^	161	108
	9.00 - 9.30				A	6.8	14	602	1593	295	232	80^	846	235	452	444	423	312	548	119	277	300	297	222	70^	39^	129	102^
	9.30 - 10.00				A	7.4	15	656	1656	318	251	86^	857	226	484	483	451	294	566	145	314	305	291	214	90^	53^	144	113
CAGNEY & LACEY(R)					A	7.9	15	700	1459	297	204	68^	797	227	392	408	377	330	468	160	227	231	183	196	87^	41^	106	56^
THU	10.00P	60	CBS	5	B	7.6	15	672	1468	282	202	68	801	223	400	394	372	332	477	148	248	245	206	188	81	39^	110	66
	202	97	OP	5	C	7.6	15	672	1468	282	202	68	801	223	400	394	372	332	477	148	248	245	206	188	81	39^	110	66
	10.00 - 10.30				A	7.7	15	682	1447	298	203	72^	782	218	386	405	376	318	465	164	227	232	178	191	93	44^	107	54^
	10.30 - 11.00				A	8.2	16	727	1453	293	203	63^	802	233	394	407	374	336	465	155	224	228	186	199	81^	38^	105	57^
CAVANAUGHS					A	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^
MON	8.30P	30	CBS	1	B	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^
	204	98	CS	1	C	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^
CBS FRIDAY MOVIE(R) CONT'D					A	9.7	20	859	1720	260	185	69^	648	227	376	361	308	216	638	253	390	374	293	200	168	66^	265	151

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AUG.8–14,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
CBS FRIDAY MOVIE(R)-CONT'D																												
FRI	8.30P	150	CBS	7	B	8.4	17	743	1544	279	193	69	768	204	374	379	378	330	547	163	286	291	270	214	81	36^	148	90
	198	97	FF	10	C	8.9	18	788	1576	275	199	70	767	215	389	387	373	316	537	169	290	286	259	202	100	48	172	112
ANY WHICH WAY YOU CAN																												
8.30 - 9.00					A	6.9	15	611	1768	266	191	95^	698	244	402	376	323	238	584	247	365	345	252	179	163	65^	323	147
9.00 - 9.30					A	8.8	18	780	1718	283	196	69^	687	235	393	384	332	229	626	260	380	371	277	198	151	59^	254	135
9.30 - 10.00					A	10.6	21	939	1703	272	195	57^	649	225	379	374	314	212	635	253	383	377	291	198	168	67^	251	148
10.00 - 10.30					A	11.1	22	983	1731	248	181	65	623	228	369	351	289	203	661	252	407	390	316	200	180	71	268	165
10.30 - 11.00					A	11.0	22	975	1710	240	168	70	618	213	355	332	294	211	667	255	406	381	311	217	174	68	251	154
CBS SUMMER PLAYHOUSE					A	6.2	12	549	1462	229	161	72^	773	172	315	334	340	386	488	164	260	257	205	180	78^	46^	123	64^
TUE	8.00P	60	CBS	7	B	6.2	12	549	1451	262	196	70	782	211	370	353	344	357	451	142	249	246	211	167	78	44^	140	80
	199	93	FV	8	C	6.4	12	565	1459	263	194	67	777	206	362	349	345	359	460	143	252	249	217	171	78	44^	144	81
WHATTLEY BY THE BAY/SNIFF																												
8.00 - 8.30					A	6.2	13	549	1489	215	152	82^	777	182	316	324	325	395	488	167	261	246	190	187	86^	52^	138	73^
8.30 - 9.00					A	6.1	12	540	1458	247	172	63^	780	165	320	350	361	383	496	164	263	272	224	175	72^	41^	110^	56^
CBS SUNDAY MOVIE(R)					A	13.7	25	1214	1511	277	188	60	782	189	367	376	383	343	561	156	304	315	300	212	69	36^	99	66
SUN	9.00P	120	CBS	7	B	12.7	23	1123	1549	299	197	53	830	177	363	380	420	389	574	126	260	276	296	264	62	33	83	53
	210	99	FF	44	C	16.2	26	1434	1633	330	233	59	858	213	424	427	433	362	611	153	305	313	319	253	78	37	87	53
NEWS AT ELEVEN																												
9.00 - 9.30					A	13.2	24	1170	1509	284	192	56	788	178	353	375	389	361	553	131	281	291	299	234	61	26^	108	68
9.30 - 10.00					A	13.5	24	1196	1518	282	195	66	795	197	374	387	388	347	556	156	301	314	294	210	68	35^	99	66
10.00 - 10.30					A	13.8	24	1223	1499	274	185	60	777	187	368	379	380	336	555	162	310	322	299	196	70	37^	98	67
10.30 - 11.00					A	14.2	26	1258	1528	272	183	56	774	194	373	367	377	331	583	173	326	336	309	209	78	45^	93	63
CHEECH SHOW(S)					A	9.8	21	868	1582	266	206	78	798	249	433	372	322	332	396	161	239	199	151	136	140	89	248	161
SAT	8.30P	30	NBC																									
	195	92	CS																									
CHEERS(R)					A	18.1	34	1604	1575	303	261	88	685	307	463	383	268	183	511	247	367	301	197	117	166	95	213	136
THU	9.00P	30	NBC	6	B	16.9	32	1493	1605	320	274	107	715	328	499	417	280	178	514	252	382	318	204	106	169	93	207	133
	209	99	CS	45	C	22.0	36	1948	1677	346	291	107	783	334	524	459	321	214	530	235	372	330	229	125	165	88	200	123
CIRCUS OF THE STARS(S,R)					A	15.1	27	1338	1753	228	163	71	778	213	367	356	345	352	483	145	260	255	233	180	156	93	337	234
TUE	9.00P	120	CBS																									
	209	99	GV																									
9.00 - 9.30					A	11.8	21	1045	1690	229	166	70	785	200	357	352	343	372	470	124	243	240	233	188	135	87	300	200
9.30 - 10.00					A	14.7	26	1302	1741	238	172	76	780	218	366	356	338	351	470	134	249	250	233	176	154	96	337	223
10.00 - 10.30					A	16.8	29	1488	1787	226	160	77	777	218	374	362	348	343	491	156	265	259	231	180	161	91	359	252
10.30 - 11.00					A	17.2	32	1524	1762	220	155	61	767	211	365	350	348	345	492	156	276	266	235	176	166	95	337	249
DISNEY SUNDAY MOVIE(R) CONT'D					A	5.2	11	461	1695	225	175	76^	619	216	358	336	261	232	620	204	395	375	299	175	126^	42^	331	203

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
DISNEY SUNDAY MOVIE(R)-CONT'D																												
SUN	7.00P	60	ABC	7	B	5.5	12	484	1673	221	168	75	623	215	351	333	280	230	586	212	373	350	279	176	117	47^	346	215
	215	99	FF	41	C	9.1	16	810	1957	268	223	99	701	275	471	424	321	192	587	239	425	397	289	123	192	95	478	304
TIGER TOWN																												
	7.00 - 7.30				A	5.1	11	452	1728	226	172	74^	649	214	367	350	278	253	644	198	390	375	313	199	119^	44^	315	200
	7.30 - 8.00				A	5.2	11	461	1695	229	182	79^	601	223	356	329	250	216	607	213	408	382	291	156	135^	41^	352	210
DUET(R)					A	2.8	5	248	1827	318	290	81^	693	368	579	464	273	102^	696	446	614	404	200^	81^	154^	119^	285	209^
SUN	10.00P	30	FOX	6	B	3.3	6	292	1601	317	283	107^	667	343	513	399	260	125	566	313	465	346	204	78^	163	100^	205	135
	122	84	CS	6	C	3.3	6	292	1601	317	283	107^	667	343	513	399	260	125	566	313	465	346	204	78^	163	100^	205	135
FACTS OF LIFE(R)					A	9.5	22	842	1509	237	182	73^	757	246	404	341	293	318	390	143	230	201	163	137	128	85	235	162
SAT	8.00P	30	NBC	7	B	9.4	22	835	1531	269	211	77	783	253	421	353	301	324	390	134	225	196	167	141	149	98	209	147
	200	96	CS	43	C	12.9	25	1139	1674	296	232	76	818	262	433	375	316	343	434	153	249	224	186	154	170	110	251	169
FAMILY TIES(R)					A	8.0	16	709	1630	293	263	82^	690	297	472	388	266	175	448	230	324	268	168	90	201	109	292	203
SUN	8.00P	30	NBC	7	B	8.5	18	751	1624	314	268	75	706	305	485	385	285	183	488	245	363	293	194	96	178	107	251	171
	207	97	CS	47	C	15.3	25	1353	1839	360	310	96	777	354	545	455	310	189	561	274	417	354	233	106	209	119	292	196
48 HOURS(R)					A	8.8	17	780	1488	249	187	51^	670	184	330	329	298	281	645	196	371	371	295	221	63^	23^	111	62^
THU	8.00P	60	CBS	6	B	7.9	16	701	1533	270	200	56	758	190	366	366	357	331	594	164	317	326	293	224	67	32^	114	66
	208	99	DN	19	C	8.8	16	775	1531	263	187	59	760	173	344	358	366	351	602	153	305	314	302	246	67	27^	103	57
ILLEGAL DRUGS																												
	8.00 - 8.30				A	8.3	16	735	1473	236	174	48^	669	173	323	318	298	296	626	183	352	347	279	228	60^	24^	118	66^
	8.30 - 9.00				A	9.3	18	824	1501	260	199	54^	670	194	337	339	299	268	662	208	388	393	309	215	65^	21^	104	58^
FRANK'S PLACE(R)					A	6.0	13	532	1487	301	222	79^	809	230	416	388	358	345	491	121	242	262	247	209	69^	35^	118^	66^
SAT	8.30P	30	CBS	5	B	5.2	12	457	1457	276	211	66^	761	223	389	361	326	329	540	153	288	298	260	213	54^	26^	101	66^
	202	95	CS	5	C	5.2	12	457	1457	276	211	66^	761	223	389	361	326	329	540	153	288	298	260	213	54^	26^	101	66^
FULL HOUSE(R)					A	9.9	21	877	1615	283	224	84	709	271	419	371	275	244	391	157	255	220	174	105	197	135	317	224
FRI	8.30P	30	ABC	7	B	9.4	21	833	1601	262	204	84	733	251	412	353	292	280	406	157	253	219	169	123	165	102	298	203
	193	95	CS	24	C	10.4	20	918	1650	272	214	93	756	264	428	386	301	285	409	163	257	234	174	122	164	103	320	210
FULL HOUSE-TUE.(R)					A	15.3	29	1356	1629	323	272	112	779	365	523	426	284	211	337	152	234	187	129	90	176	107	339	232
TUE	8.30P	30	ABC	4	B	13.0	24	1154	1635	341	292	108	750	364	525	413	272	186	381	187	278	228	148	83	194	126	309	209
	216	98	CS	4	C	13.0	24	1154	1635	341	292	108	750	364	525	413	272	186	381	187	278	228	148	83	194	126	309	209
FUNNY PEOPLE					A	9.4	18	833	1665	246	210	102	702	303	471	397	280	198	554	258	407	397	244	102	157	66^	253	180
WED	9.00P	60	NBC	3	B	9.6	18	851	1618	265	227	93	705	265	449	395	295	224	546	232	387	365	250	118	158	72	210	148
	204	99	CV	3	C	9.6	18	851	1618	265	227	93	705	265	449	395	295	224	546	232	387	365	250	118	158	72	210	148
	9.00 - 9.30				A	8.7	16	771	1658	233	197	100	697	300	459	385	266	205	558	244	402	398	258	109	159	68^	243	169
	9.30 - 10.00				A	10.1	19	895	1671	258	221	104	706	307	481	407	291	192	550	270	411	396	231	96	155	65^	261	189
GARRY SHANDLING SHOW(R)					A	5.2	9	461	1846	371	350	96^	700	379	564	417	252	120^	728	492	649	423	213	63^	195	124^	223	152
SUN	9.00P	30	FOX	7	B	4.5	9	400	1698	303	271	102	660	337	483	360	236	152	614	370	522	366	207	78^	172	84	252	178
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8–14, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
GARRY SHANDLING SHOW(R)-CONT'D																								
123 86 CS 24	C	4.4	7	388	1678	286	255	93	636	332	473	363	224	138	601	348	499	366	217	78	193	96	248	175
GARRY SHANDLING 25TH ANIV(S)	A	2.7	6	239	1562	258^	235^	83^	676	282	461	382	273	176^	633	262^	438	387	314	123^	111^	31v	141^	120^
SAT 9.00P 60 FOX																								
115 82 CV																								
9.00 - 9.30	A	2.4	5	213	1616	250^	236^	75v	651	308	464	368	231^	148^	670	291^	479	416	322	113^	108^	31v	186^	165^
9.30 - 10.00	A	2.9	6	257	1571	274	242^	91^	720	270	474	406	317	205^	625	247	419	375	319	135^	118^	31v	109^	87^
GOLDEN GIRLS(R)	A	14.3	30	1267	1608	308	221	56	875	196	398	371	396	436	419	114	202	198	192	180	122	70	192	131
SAT 9.00P 30 NBC 7	B	15.9	34	1406	1576	287	212	69	844	232	408	368	353	389	417	119	208	198	185	180	118	72	198	143
199 92 CS 47	C	20.1	37	1782	1686	308	225	69	879	238	415	389	371	408	463	137	236	224	206	196	134	84	210	146
GROWING PAINS(R)	A	12.8	26	1134	1584	294	234	102	693	341	476	378	261	180	398	204	307	266	156	71	156	94	338	233
WED 8.00P 30 ABC 7	B	12.4	25	1102	1603	300	255	97	717	345	493	392	258	184	423	221	305	250	154	87	177	110	287	195
215 99 CS 23	C	14.6	27	1293	1651	303	257	100	716	335	494	404	268	184	435	220	317	266	168	89	210	121	290	192
HEAD OF THE CLASS(R)	A	13.9	27	1232	1590	307	252	118	685	349	496	387	245	159	433	235	344	288	163	71	153	99	319	206
WED 8.30P 30 ABC 6	B	12.3	24	1088	1609	323	274	99	698	346	497	399	255	162	431	232	326	272	158	79	183	114	297	202
211 99 CS 41	C	15.4	26	1364	1693	320	272	105	722	340	501	424	274	180	465	233	347	297	186	90	213	118	293	193
HOOPERMAN(R)	A	10.5	20	930	1589	332	263	103	718	308	459	392	276	218	471	210	328	298	190	120	159	104	241	149
WED 9.00P 30 ABC 6	B	10.2	19	907	1562	320	264	104	738	324	489	417	293	207	453	208	315	278	189	109	139	80	232	149
208 98 OP 38	C	13.7	23	1212	1633	316	259	101	749	303	483	437	325	217	518	218	353	319	236	130	158	83	208	134
HOTHOUSE	A	6.4	12	567	1489	329	261	86^	794	297	489	481	380	219	454	193	304	302	203	107^	75^	42^	166	104^
THU 10.00P 60 ABC 6	B	6.1	12	543	1495	299	218	66	822	221	416	430	427	322	479	155	267	266	228	175	81	43^	114	74
212 99 GD 6	C	6.1	12	543	1495	299	218	66	822	221	416	430	427	322	479	155	267	266	228	175	81	43^	114	74
10.00 - 10.30	A	6.4	12	567	1500	337	260	97^	793	307	492	472	369	218	460	196	310	298	207	110^	84^	45^	162	104^
10.30 - 11.00	A	6.3	12	558	1501	325	265	77^	806	291	493	497	397	223	456	194	304	311	202	105^	67^	39^	171	106^
HOW BUGS BUNNY WON-WEST(S,R)	A	7.5	17	665	1783	270	201	94^	693	283	426	382	287	228	474	197	306	289	199	140	147	77^	468	253
FRI 8.00P 30 CBS																								
201 97 EA																								
HUNTER(R)	A	15.0	31	1329	1559	296	208	82	797	204	406	382	387	347	507	150	255	255	233	208	107	64	149	100
SAT 10.00P 60 NBC 7	B	14.7	31	1305	1609	282	208	74	783	211	397	377	373	335	548	150	281	277	270	223	120	61	157	108
200 94 OP 23	C	14.5	29	1287	1644	291	217	70	798	220	419	393	383	326	543	153	285	276	275	217	137	77	166	115
10.00 - 10.30	A	14.8	30	1311	1549	292	203	77	797	203	399	375	382	354	488	142	243	239	224	204	112	71	151	101
10.30 - 11.00	A	15.3	32	1356	1559	298	212	85	791	203	409	386	390	337	521	157	264	269	241	210	101	57	146	98
I MARRIED DORA(R)	A	9.4	19	833	1557	276	220	87	734	263	402	363	260	291	392	140	236	216	171	132	171	112	260	179
FRI 9.30P 30 ABC 7	B	9.4	19	837	1564	275	214	91	760	261	411	354	293	308	409	152	248	220	174	137	138	91	257	175
185 94 CS 12	C	9.1	18	808	1565	271	208	93	759	254	409	357	298	310	420	160	253	227	176	140	132	90	253	168
JAKE AND THE FATMAN(R)	A	10.4	21	921	1497	271	204	51^	856	178	369	382	385	421	506	107	210	219	241	253	40^	16v	95	60^
WED 8.00P 60 CBS 7	B	9.7	19	857	1514	263	183	58	841	150	341	354	398	440	520	107	213	216	245	264	53	20^	100	60
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
JAKE AND THE FATMAN(R)-CONT'D																								
203 96 OP 10	C	9.8	19	866	1513	266	188	56	834	152	346	358	400	427	521	107	215	223	251	263	58	24^	100	62
8.00 - 8.30	A	9.9	20	877	1519	256	189	51^	872	170	362	376	390	448	516	110	217	219	246	259	40^	18v	91	56^
8.30 - 9.00	A	10.8	21	957	1491	288	220	51^	849	186	379	391	384	401	502	105	205	221	238	250	40^	16v	100	64^
J.J. STARBUCK(R)	A	6.0	12	532	1484	222	134	67^	778	180	333	342	358	383	516	159	257	245	235	206	91^	52^	99^	45^
WED 8.00P 60 NBC 2	B	6.1	12	536	1474	215	145	51^	788	174	340	348	358	394	499	146	250	246	236	200	88	51^	99	62^
205 97 GD 2	C	6.1	12	536	1474	215	145	51^	788	174	340	348	358	394	499	146	250	246	236	200	88	51^	99	62^
8.00 - 8.30	A	5.9	12	523	1498	233	137	65^	784	173	324	338	364	390	523	171	261	237	228	209	94^	55^	97^	42^
8.30 - 9.00	A	6.0	12	532	1496	216	133	69^	786	190	347	352	358	382	518	149	257	257	247	205	90^	51^	102^	49^
KATE & ALLIE(R)	A	6.1	14	540	1481	296	233	88^	783	198	391	364	336	359	486	146	245	225	204	216	85^	51^	127	65^
SAT 8.00P 30 CBS 5	B	6.0	14	533	1453	277	205	65	777	218	371	335	316	360	502	148	240	233	212	228	56^	29^	118	72
199 94 CS 5	C	6.0	14	533	1453	277	205	65	777	218	371	335	316	360	502	148	240	233	212	228	56^	29^	118	72
L.A. LAW(R)	A	15.4	30	1364	1486	302	238	71	732	274	444	388	321	247	534	230	353	299	214	153	101	55	120	78
THU 10.00P 60 NBC 5	B	15.2	29	1350	1516	330	266	82	752	289	477	423	335	230	529	229	360	311	224	143	113	58	121	77
212 99 GD 38	C	17.4	30	1540	1553	334	270	99	778	295	504	467	359	225	579	230	386	357	268	157	102	56	94	53
10.00 - 10.30	A	15.1	29	1338	1494	310	245	72	739	280	457	396	329	240	523	226	346	293	210	149	107	62	125	77
10.30 - 11.00	A	15.8	31	1400	1468	294	230	70	720	266	429	378	311	252	541	233	358	304	217	156	94	48	113	77
MACGYVER(R)	A	6.6	13	585	1848	238	188	71^	676	243	429	377	319	215	726	281	506	462	347	178	171	76^	274	154
SUN 8.00P 60 ABC 7	B	6.7	13	590	1760	247	208	61	657	233	415	368	299	208	648	224	425	403	333	180	140	59	315	213
215 98 A 11	C	7.0	14	621	1758	256	214	66	671	234	423	373	312	213	658	235	439	411	336	172	140	57	289	190
8.00 - 8.30	A	5.8	11	514	1829	241	190	69^	685	248	437	393	319	215	704	263	481	444	332	180	152	70^	288	159
8.30 - 9.00	A	7.5	14	665	1839	232	185	72^	661	237	417	360	314	212	734	291	519	470	354	175	184	80^	260	148
MAGNUM, P.I.(R)	A	8.9	16	789	1490	246	180	70^	692	205	357	362	318	286	573	223	367	346	254	168	81	35^	144	111
MON 10.00P 60 CBS 5	B	9.6	18	847	1550	294	219	75	771	249	431	415	352	287	557	199	341	314	249	181	92	44	131	89
209 98 PD 5	C	9.6	18	847	1550	294	219	75	771	249	431	415	352	287	557	199	341	314	249	181	92	44	131	89
10.00 - 10.30	A	8.6	15	762	1485	255	185	76^	705	216	363	374	318	286	571	228	363	343	246	169	69^	31^	140	103
10.30 - 11.00	A	9.2	17	815	1495	237	175	64^	679	195	352	350	318	286	575	219	371	349	262	167	93	38^	148	119
MAJOR LEAGUE BASEBALL-TUE(S)	A	9.8	19	868	1511	202	149	54^	584	147	266	246	252	283	781	254	416	384	318	315	58^	10v	88	51^
TUE 8.00P 194 NBC																								
204 99 SE																								
NY METS & CHICAGO CUBS/LA&CINCI																								
8.00 - 8.30	A	8.2	17	727	1452	178	131	50^	588	149	264	235	231	293	739	254	392	330	270	315	57^	14v	67^	33^
8.30 - 9.00	A	9.0	18	797	1492	182	130	52^	585	146	261	246	246	287	764	267	400	348	278	322	49^	7v	94	49^
9.00 - 9.30	A	9.9	18	877	1521	212	152	59^	608	158	274	249	252	297	771	249	403	384	308	312	51^	8v	91	51^
9.30 - 10.00	A	10.0	18	886	1550	225	166	62^	611	150	270	256	265	299	803	243	410	399	338	334	48^	5v	88	50^
10.00 - 10.30	A	10.8	19	957	1541	219	161	61^	580	144	266	250	263	279	806	250	435	412	352	317	58^	6v	97	59^
10.30 - 11.00	A	10.6	20	939	1530	206	155	48^	564	141	265	248	257	268	805	264	442	408	346	312	71	14v	89	57^
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
MAJOR LEAGUE BASEBALL-TU-CONT'D 11.00 - 11.30	A	9.9	20	877	1516	178	138	39^	551	145	267	243	247	255	793	264	459	423	336	284	79	20^	93	55^
MARRIED...WITH CHILDREN(R)	A	7.4	14	656	1850	430	406	137	713	394	595	446	260	94^	736	444	649	447	268	71^	168	105	233	127
SUN 8.30P 30 FOX 7	B	6.2	12	553	1770	347	312	110	689	375	538	411	248	123	687	399	578	441	258	78	161	79	233	143
125 87 CS 43	C	5.1	8	453	1854	332	296	108	688	370	535	418	253	122	686	397	577	451	259	77	209	96	272	175
MEMORIES THEN & NOW(S) MON 9.00P 60 CBS 208 98 GV	A	9.6	17	851	1518	274	208	72^	740	212	386	392	341	311	546	216	347	316	224	168	85	34^	147	100
9.00 - 9.30	A	9.3	16	824	1518	282	221	65^	737	212	387	392	337	309	527	200	325	300	220	169	92	37^	163	113
9.30 - 10.00	A	9.9	17	877	1518	265	196	79	744	211	385	392	344	313	564	231	367	331	229	168	78	31^	132	88
MIAMI VICE(R)	A	8.2	16	727	1640	297	253	97	751	268	503	456	356	198	618	251	420	393	279	157	121	66^	150	111
FRI 10.00P 60 NBC 6	B	9.4	19	834	1621	275	224	75	704	244	455	415	335	202	606	242	415	379	291	150	137	56	175	119
200 97 OP 19	C	11.0	21	976	1640	282	237	87	700	265	478	428	334	178	615	255	430	381	289	147	148	64	177	116
10.00 - 10.30	A	7.8	15	691	1648	302	251	98	768	251	507	473	381	206	606	238	406	385	283	156	121	71^	152	112
10.30 - 11.00	A	8.6	17	762	1633	292	254	97	736	283	499	442	333	191	628	263	433	401	276	157	120	61^	149	110
MR. BELVEDERE(R)	A	10.3	21	913	1617	274	224	81	705	266	400	348	261	267	411	161	257	231	186	123	197	121	304	217
FRI 9.00P 30 ABC 7	B	9.8	21	872	1601	263	206	95	742	265	411	344	285	294	408	152	248	218	176	133	158	94	293	202
186 93 CS 22	C	10.4	20	920	1654	269	211	95	744	254	419	369	306	289	418	159	255	234	186	133	169	103	323	218
MOONLIGHTING(R)	A	10.2	18	904	1571	309	257	94	727	339	511	438	305	160	423	236	333	253	151	72	169	103	252	170
TUE 9.00P 60 ABC 5	B	9.8	17	865	1579	322	276	116	714	370	526	417	258	145	433	249	342	262	145	72	179	115	253	159
215 99 PD 35	C	15.4	25	1361	1645	362	321	125	762	403	586	486	278	141	474	268	386	320	174	66	200	115	208	133
9.00 - 9.30	A	10.6	19	939	1567	307	255	92	725	337	499	429	297	169	398	224	314	235	137	66^	172	106	273	184
9.30 - 10.00	A	9.8	17	868	1574	312	259	97	728	341	523	447	314	150	451	248	353	272	165	78	165	100	229	156
MURDER, SHE WROTE(R)	A	16.5	32	1462	1509	312	190	24^	852	121	292	333	435	487	546	91	186	206	259	318	46	23^	65	51
SUN 8.00P 60 CBS 7	B	14.4	29	1275	1521	286	174	33	866	122	293	324	428	500	552	87	189	211	261	316	46	25^	56	36
211 99 SM 47	C	18.4	30	1633	1591	307	192	38	890	131	323	357	447	494	585	93	217	241	297	320	50	25	66	41
8.00 - 8.30	A	15.9	31	1409	1523	314	190	25^	853	120	287	329	430	491	558	95	194	214	264	321	45^	23^	67	53
8.30 - 9.00	A	17.1	32	1515	1496	310	189	23^	851	122	296	337	440	484	535	88	179	199	255	315	46	24^	63	48
MY TWO DADS	A	8.4	16	744	1574	273	243	87	669	282	478	406	276	155	450	215	304	266	180	110	193	99	262	199
SUN 8.30P 30 NBC 6	B	8.4	17	744	1642	318	274	83	709	302	497	406	297	172	459	230	341	285	183	91	193	110	282	201
200 96 CS 10	C	8.9	17	784	1644	313	268	86	717	317	496	400	285	182	469	241	350	286	177	95	198	117	260	189
NBC MONDAY NIGHT MOVIES(R)	A	15.2	27	1347	1542	326	264	88	815	319	516	453	356	238	463	171	282	252	215	150	120	69	144	93
MON 9.00P 120 NBC 6	B	15.1	27	1341	1577	317	254	85	814	287	496	437	385	260	485	181	311	286	232	142	134	78	145	90
200 99 FF 40	C	16.1	26	1423	1627	322	257	84	830	274	496	453	399	277	509	178	316	297	251	156	141	77	147	92
BLOOD VOWS:STORY OF A MAFIA WIFE																								
9.00 - 9.30	A	14.4	25	1276	1604	326	265	96	813	331	516	444	338	244	463	183	292	249	201	144	125	72	203	123
9.30 - 10.00	A	14.8	25	1311	1533	332	271	93	814	327	523	452	350	232	456	171	279	243	211	145	113	67	151	99
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
NBC MONDAY NIGHT MOVIES(-CONT'D																								
10.00 - 10.30	A	15.8	28	1400	1503	332	267	84	810	311	513	459	362	232	459	165	280	254	220	147	118	70	116	78
10.30 - 11.00	A	15.8	29	1400	1531	316	252	81	824	309	512	458	371	245	473	167	278	259	227	162	122	68	112	74
NBC SUNDAY NIGHT MOVIE(R)	A	14.6	26	1294	1634	306	225	49^	816	178	397	407	420	353	614	145	291	301	301	275	108	51	97	73
SUN 9.00P 120 NBC 7	B	13.0	24	1149	1694	300	237	75	724	253	455	417	351	219	661	246	452	421	332	168	138	61	171	121
198 97 FF 42	C	15.9	26	1405	1718	327	264	84	782	288	495	446	361	235	632	254	429	390	296	160	157	80	147	97
PERRY MASON:CASE-SHOOTING STAR																								
9.00 - 9.30	A	13.5	24	1196	1639	299	216	54	817	184	400	408	413	356	585	134	259	273	280	278	121	60	116	82
9.30 - 10.00	A	14.3	25	1267	1646	305	220	44^	826	173	399	406	426	365	614	137	281	300	299	284	107	49^	98	67
10.00 - 10.30	A	15.2	27	1347	1624	315	234	46^	819	173	395	407	428	354	615	147	299	299	302	272	102	48	89	69
10.30 - 11.00	A	15.3	28	1356	1640	306	230	53	806	184	397	410	414	338	642	163	324	330	321	268	103	49	88	75
NEWHART(R)	A	8.7	17	771	1420	278	217	60^	766	235	391	378	332	334	493	142	253	238	213	213	64^	29^	97	64^
MON 8.00P 30 CBS 1	B	8.7	17	771	1420	278	217	60^	766	235	391	378	332	334	493	142	253	238	213	213	64^	29^	97	64^
203 97 CS 1	C	8.7	17	771	1420	278	217	60^	766	235	391	378	332	334	493	142	253	238	213	213	64^	29^	97	64^
NIGHT COURT(R)	A	17.2	31	1524	1594	313	264	96	696	302	479	405	293	177	531	250	386	325	211	120	171	97	196	130
THU 9.30P 30 NBC 5	B	17.1	31	1512	1603	321	274	110	719	325	505	428	290	176	526	248	392	335	218	106	167	88	190	127
207 99 CS 13	C	18.2	32	1614	1591	322	273	110	730	323	507	441	298	184	523	242	379	332	218	114	160	86	178	114
PERFECT STRANGERS(R)	A	8.0	18	709	1463	269	197	67^	735	213	373	336	322	309	407	142	225	201	194	143	161	90	162	108
FRI 8.00P 30 ABC 7	B	8.7	20	772	1563	268	201	73	761	234	396	349	318	318	434	154	249	227	192	146	143	84	226	154
198 96 CS 24	C	9.9	20	878	1608	272	208	85	775	249	411	379	317	314	440	162	259	240	199	144	135	82	258	167
PRE-REPUBLICAN CONVENTION(S)	A	4.5	9	399	1520	187	128^	65^	744	189	342	330	332	362	564	181	325	336	275	199	67^	29v	145^	94^
SAT 10.00P 60 CBS																								
207 97 P																								
10.00 - 10.30	A	4.5	9	399	1522	165	106^	72^	729	191	339	325	335	351	552	174	333	329	283	191	81^	33v	160	101^
10.30 - 11.00	A	4.4	9	390	1552	213	153^	59^	776	191	352	342	336	382	590	192	325	351	274	213	55^	26v	132^	89^
PRESIDENTIAL PORTRAIT	A	10.9	19	963	1616	253	175	73	768	208	365	377	353	334	509	170	277	276	228	186	103	47	236	160
MON&THU 9.58P 1 CBS 17	B	9.9	18	879	1552	289	214	75	796	235	414	396	364	324	497	165	276	270	226	180	98	54	161	105
207 99 DO 111	C	12.4	20	1096	1573	309	232	72	819	237	430	414	383	330	540	174	304	292	259	197	94	46	120	74
TUE 10.09P 1																								
9.30 - 10.00	A	8.5	15	749	1475	280	192	71	760	209	366	392	353	320	532	198	301	291	218	187	61	19^	122	77
10.00 - 10.30	A	15.7	27	1391	1768	224	157	76	777	208	365	360	353	349	485	139	251	260	240	185	148	78	358	248
RAGS TO RICHES(R)	A	6.0	13	532	1593	226	186	79^	661	211	384	337	302	239	439	164	278	253	215	110^	203	139	289	212
SUN 7.00P 60 NBC 6	B	5.8	13	517	1658	267	207	65	693	223	419	360	320	236	453	172	299	276	221	117	207	136	305	229
200 98 CS 6	C	5.8	13	517	1658	267	207	65	693	223	419	360	320	236	453	172	299	276	221	117	207	136	305	229
7.00 - 7.30	A	5.4	12	478	1622	221	175	73^	675	195	375	338	319	260	453	156	281	250	233	119^	213	144	282	211
7.30 - 8.00	A	6.5	13	576	1593	234	198	84^	660	227	397	341	292	226	435	173	279	259	204	105^	199	138	299	217
REPORTERS	A	3.0	7	266	1546	286	235^	63^	707	198^	385	377	372	259	596	248	418	369	286	116^	80^	49v	163^	116^
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8–14, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
REPORTERS-CONT'D																												
SAT	8.00P	60	FOX	3	B	3.1	7	278	1523	259	193	73^	663	204	363	340	346	235	631	263	434	382	290	145	95^	36^	135	83^
	119	82	DN	3	C	3.1	7	278	1523	259	193	73^	663	204	363	340	346	235	631	263	434	382	290	145	95^	36^	135	83^
8.00 - 8.30					A	2.9	7	257	1561	290	236^	70^	701	187^	384	385	384	253	612	261	433	384	294	116^	81^	50v	167^	112^
8.30 - 9.00					A	3.0	7	266	1583	291	242	59v	737	215^	398	383	372	274	600	243	417	366	287	120^	82^	49v	164^	123^
ST. ELSEWHERE(R)					A	7.4	14	656	1459	255	206	80^	758	274	466	427	343	258	421	221	307	258	140	95^	111	55^	170	119
WED	10.00P	60	NBC	3	B	7.0	14	623	1460	274	225	88	748	259	458	441	338	248	452	205	321	275	179	104	113	64	147	102
	204	99	GD	25	C	12.8	22	1137	1495	328	262	111	832	297	519	499	402	252	502	202	335	309	229	137	81	50	79	46
10.00 - 10.30					A	7.5	14	665	1473	264	216	86^	755	294	475	435	334	245	432	229	324	285	148	84^	109	59^	177	119
10.30 - 11.00					A	7.3	14	647	1445	245	195	74^	760	253	456	419	353	271	410	212	289	230	133	106	112	52^	163	119
SIMON & SIMON(R)					A	8.2	15	727	1536	307	217	46^	776	197	398	411	366	300	539	162	270	283	241	204	75^	27^	145	92
THU	9.00P	60	CBS	6	B	7.7	14	682	1566	277	207	71	803	202	402	391	371	344	513	151	267	268	232	200	94	41^	156	97
	204	98	PD	25	C	11.3	18	998	1614	280	203	68	819	200	402	398	396	357	558	160	293	294	271	216	98	45	140	86
9.00 - 9.30					A	7.8	14	691	1533	307	219	41^	767	195	396	411	360	296	545	155	271	295	246	209	68^	27^	153	96
9.30 - 10.00					A	8.7	16	771	1520	303	212	49^	775	196	395	406	368	299	528	166	266	269	233	197	81^	27^	137	87
60 MINUTES					A	16.6	35	1471	1466	275	180	33^	746	124	269	298	339	416	656	145	273	306	310	316	20^	9v	43	23^
SUN	7.00P	60	CBS	7	B	15.0	33	1325	1493	251	168	40	766	137	276	298	337	430	651	137	276	298	304	318	28	13^	48	26
	212	99	DN	48	C	18.9	34	1676	1546	276	186	41	771	146	296	314	351	415	689	159	314	329	329	320	37	15	50	27
7.00 - 7.30					A	15.9	35	1409	1467	267	179	35^	746	122	268	291	333	420	653	143	275	305	309	316	21^	10v	47	26^
7.30 - 8.00					A	17.2	36	1524	1473	283	182	32^	750	126	271	305	347	414	663	148	273	309	314	318	19^	7v	41^	21^
SLAP MAXWELL(R)					A	8.2	15	727	1584	322	246	93	752	301	454	411	310	244	475	201	315	296	200	136	155	91	202	118
WED	9.30P	30	ABC	6	B	7.8	14	694	1496	303	242	97	751	301	465	408	319	237	459	202	307	273	195	124	114	62	173	105
	209	99	CS	9	C	8.1	15	714	1488	299	239	98	735	294	466	413	318	223	477	212	325	292	206	121	114	60	163	99
SPENSER: FOR HIRE(R)					A	9.3	18	824	1614	299	212	98	789	271	426	404	347	307	560	199	319	302	252	201	113	53^	152	90
WED	10.00P	60	ABC	6	B	9.7	18	855	1528	294	218	84	781	242	432	408	376	297	517	183	303	279	234	182	95	43	136	85
	208	98	PD	7	C	9.7	19	862	1516	286	215	82	770	237	428	404	373	289	519	182	304	279	235	183	95	44	132	85
10.00 - 10.30					A	9.1	17	806	1636	306	218	103	788	279	431	399	342	302	560	205	323	303	248	197	121	59^	167	101
10.30 - 11.00					A	9.5	19	842	1593	291	207	94	790	264	421	409	352	312	561	193	315	301	256	205	105	48^	137	78
SPORTSBREAK-SAT					A	6.1	12	540	1650	195	159	99^	655	258	410	363	279	217	619	284	462	440	257	125	128	40^	249	157
SAT	9.58P	1	CBS	7	B	6.2	13	552	1587	262	199	88	698	226	384	355	314	277	649	239	410	410	299	195	85	28^	155	94
	199	95	SN	47	C	8.0	15	708	1683	292	223	77	764	226	412	400	358	295	665	219	396	399	324	214	108	43	147	91
SPORTSBREAK-SUN					A	12.9	23	1143	1531	290	204	64	810	203	394	400	402	340	564	164	310	329	301	202	63	32^	94	60
SUN	10.01P	1	CBS	7	B	12.6	23	1116	1542	298	194	57	827	173	358	380	420	388	580	125	258	281	300	268	57	28^	78	48
	209	98	SN	47	C	16.0	26	1414	1637	332	235	59	863	215	430	431	434	362	608	151	303	311	318	252	78	38	88	54
THIRTYSOMETHING(R)					A	9.4	17	833	1412	374	309	80	785	384	567	513	318	162	426	203	314	279	181	89	91	58^	110	70^
TUE	10.00P	60	ABC	5	B	9.3	17	822	1476	339	293	113	774	403	565	468	280	166	427	216	319	272	162	84	124	79	151	94
	212	99	GD	35	C	12.2	22	1085	1526	357	318	141	806	442	630	531	288	140	470	254	375	333	184	67	124	76	126	73
	CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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EVENING CONT'D

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
THIRTYSOMETHING(R)-CONT'D																												
	10.00 - 10.30				A	9.4	16	833	1442	377	316	90	800	392	581	516	322	164	426	204	316	279	183	88	92	62^	123	81
	10.30 - 11.00				A	9.4	18	833	1382	371	303	69^	770	376	553	509	314	159	427	202	312	280	180	89	89	54^	96	59^
TOUR OF DUTY(R)					A	7.6	16	673	1672	208	158	90^	662	248	409	377	290	202	647	271	435	422	287	173	147	56^	215	134
SAT	9.00P	60	CBS	5	B	6.8	14	601	1649	238	197	100	638	252	416	373	281	182	694	286	472	457	309	180	123	43^	194	116
	204	96	GD	19	C	7.9	15	697	1751	254	210	87	655	243	419	381	300	191	730	294	515	492	342	171	155	52	211	142
	9.00 - 9.30				A	7.0	14	620	1641	210	155	85^	681	234	406	377	310	220	636	249	407	399	290	189	143	59^	181	109
	9.30 - 10.00				A	8.2	17	727	1698	206	161	94	647	260	412	377	272	187	656	291	459	441	284	159	150	54^	245	155
TRACEY ULLMAN SHOW(R)					A	4.2	7	372	1853	354	314	99^	716	345	545	426	294	148^	721	485	650	426	222	53^	218	123^	197	133^
SUN	9.30P	30	FOX	6	B	4.3	8	382	1642	301	269	111	652	339	483	356	232	146	567	342	493	346	193	56^	202	103	221	150
	123	86	CS	6	C	4.3	8	382	1642	301	269	111	652	339	483	356	232	146	567	342	493	346	193	56^	202	103	221	150
20/20					A	11.9	24	1054	1462	275	181	72	823	202	367	382	396	382	474	119	238	237	237	209	61	40^	104	74
FRI	10.00P	60	ABC	7	B	12.3	25	1087	1529	281	207	79	805	216	400	401	385	344	523	148	286	288	265	197	78	47	123	82
	205	97	DN	45	C	12.3	23	1094	1578	293	214	81	805	222	421	425	396	318	581	169	330	342	294	198	82	42	111	71
	10.00 - 10.30				A	11.9	23	1054	1479	277	187	74	819	210	371	386	384	374	471	121	239	237	230	209	69	44^	120	87
	10.30 - 11.00				A	11.8	24	1045	1458	275	176	70	834	196	365	381	412	394	482	118	239	240	245	212	53^	37^	90	62
21 JUMP STREET(R)					A	5.8	12	514	1678	381	351	107^	722	356	568	404	315	118^	545	318	457	325	199	74^	181	87^	229	136
SUN	7.00P	60	FOX	7	B	5.1	11	452	1590	321	279	80	687	329	523	387	300	130	539	302	433	308	210	80	183	100	181	117
	131	87	OP	48	C	5.4	10	479	1715	344	299	86	698	342	532	417	300	125	536	306	434	321	204	75	248	138	233	148
	7.00 - 7.30				A	5.3	12	470	1634	381	351	91^	711	331	561	403	337	116^	529	303	436	303	197	78^	170	77^	224	133^
	7.30 - 8.00				A	6.2	13	549	1742	386	356	122	744	383	582	412	300	121	567	336	481	348	203	72^	194	98^	236	142
WEREWOLF(R)					A	1.4	3	124	1777	282^	259^	50v	625	368^	521	443^	220^	94v	684	406^	547	413^	236^	112v	215^	84v	254^	220^
SUN	10.30P	30	FOX	7	B	1.4	3	128	1587	299	266	53v	556	263	417	353	260^	105^	660	360	538	419	253^	102^	202^	84^	168^	107^
	84	67	SM	15	C	1.5	3	134	1510	290	249	59^	563	237	402	347	264	129^	615	294	462	392	272	109^	184^	84^	149^	96^
WHO'S THE BOSS?(R)					A	14.5	29	1285	1627	316	269	104	779	333	508	414	301	236	401	171	265	201	164	120	159	94	288	187
TUE	8.00P	30	ABC	6	B	13.4	26	1186	1629	316	267	100	741	333	498	395	277	204	444	217	313	252	171	103	174	114	270	175
	217	99	CS	42	C	18.9	31	1678	1717	333	282	98	755	333	506	425	292	208	459	213	324	279	193	104	209	118	294	197
WISEGUY(R)					A	12.5	24	1108	1576	276	210	72	800	238	436	430	374	302	554	188	321	311	262	191	111	48^	111	73
WED	9.00P	120	CBS	6	B	11.1	21	981	1586	279	215	74	779	236	439	420	372	281	583	212	353	336	272	182	107	46	117	78
	207	98	OP	8	C	11.4	22	1013	1595	275	212	74	780	238	441	414	369	282	599	213	357	342	284	192	99	42	117	78
	9.00 - 9.30				A	10.8	20	957	1535	266	200	63^	821	226	414	424	380	334	531	165	277	275	243	206	81	41^	101	62^
	9.30 - 10.00				A	11.9	22	1054	1556	279	211	66	807	238	430	433	370	313	552	178	309	310	267	193	95	41^	101	65
	10.00 - 10.30				A	13.7	26	1214	1597	278	212	77	791	243	448	434	375	285	562	198	341	330	270	182	122	49^	122	80
	10.30 - 11.00				A	13.6	27	1205	1607	280	215	78	786	242	446	428	371	284	567	204	347	321	267	188	137	59	117	80

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	8.8	19	778	229	164	754	150	288	301	336	405	570	133	251	262	267	270	22^	14^	18^	29^	22^	17^
MON-FRI	6.30P	30	ABC	35	B	8.7	19	768	233	167	768	147	291	314	351	411	557	132	244	254	256	266	25^	22^	21^	27^	17^	18^
	214	99	N	228	C	10.2	20	904	228	162	773	147	304	321	367	410	561	126	248	266	268	262	26^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT					A	4.3	11	381	231	170	720	61^	209	231	306	482	631	120^	212	253	266	356	38v	15v	33v	35v	15v	43v
SAT	6.30P	30	ABC	7	B	5.0	13	443	199	127	709	93	226	251	313	423	621	137	243	263	293	319	24^	19^	20^	20^	22^	29^
	177	85	N	35	C	6.4	15	571	208	134	731	112	243	265	328	431	624	140	262	286	302	295	29^	24^	25^	32^	25^	23^
ABC WRLD NEWS TONIGHT-SUN					A	5.3	12	470	159	113^	700	98^	220	237	307	434	674	133^	236	260	281	383	9v	33v	21v	20v	29v	29v
SUN	6.30P	30	ABC	7	B	5.1	13	452	194	132	695	122	247	269	318	385	667	153	290	308	315	309	26^	26^	25^	24^	27^	28^
	171	89	N	42	C	6.1	13	539	223	157	740	143	281	291	336	404	637	152	292	305	311	286	36^	30^	33^	33^	29^	30^
CBS EVENING NEWS-RATHER					A	8.8	19	781	209	141	744	143	283	278	307	421	565	113	240	242	269	285	14^	17^	15^	45	20^	21^
MON-FRI	6.30P	30	CBS	35	B	9.0	20	800	221	145	756	142	284	288	324	423	570	109	232	236	271	300	21^	21^	21^	36	19^	23^
	211	99	N	234	C	10.7	21	946	221	138	760	127	268	287	330	436	585	101	223	231	278	324	25^	20^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY					A	7.0	16	620	213	140	704	87^	228	268	318	412	605	131	241	279	283	294	24v	18v	15v	26v	24v	28^
SUN	6.00P	30	CBS	7	B	5.7	14	509	205	124	700	93	213	244	317	426	634	124	256	277	302	327	32^	18^	26^	20^	16v	19^
	181	90	N	32	C	6.6	14	582	211	134	699	103	231	257	315	415	663	143	284	295	308	332	31^	19^	24^	19^	17^	15^
CBS SAT. NEWS-SCHIEFFER					A	4.6	12	408	193	118^	734	104^	220	242	317	463	670	156	253	260	271	364	15v	21v	13v	40v	26v	14v
SAT	6.30P	30	CBS	7	B	4.9	13	433	175	107	714	96	208	225	289	467	665	111	222	246	292	392	20^	15v	21^	25^	20^	13v
	160	90	N	41	C	6.1	14	540	190	116	719	105	213	235	286	454	642	128	245	250	282	356	24^	18^	23^	29^	21^	15^
NBC NIGHTLY NEWS					A	8.6	19	764	200	137	779	147	282	302	336	426	572	140	251	252	260	275	31^	32^	27^	31^	17^	22^
MON-FRI	6.30P	30	NBC	35	B	8.5	19	754	191	131	754	133	266	289	328	425	564	129	246	250	258	275	30^	31^	29^	29^	18^	20^
	200	97	N	229	C	9.7	19	855	205	139	781	129	270	298	339	445	580	131	246	254	259	288	28^	32	27^	30	18^	21^
NBC NIGHTLY NEWS-SAT.					A	6.6	17	585	181	134	742	105^	233	259	253	458	648	150	296	313	259	314	7v	8v	13v	35^	33^	16v
SAT	6.30P	30	NBC	6	B	5.9	16	523	165	112	696	97	202	218	252	449	670	145	285	284	294	347	25^	15v	22^	25^	25^	18^
	178	92	N	38	C	7.3	16	650	174	112	752	107	216	240	284	481	626	129	245	249	263	341	26^	22^	27^	30^	21^	21^
NBC NIGHTLY NEWS-SUN					A	4.9	11	434	203	133^	655	133^	231	239	257	365	725	172	383	387	358	275	76^	29v	62^	22v	30v	20v
SUN	6.30P	30	NBC	7	B	5.8	14	517	185	126	716	117	243	254	292	423	669	152	298	316	304	315	39^	22^	34^	29^	19^	19^
	183	92	N	32	C	6.4	14	563	205	134	760	116	246	269	317	453	660	142	278	293	295	327	32^	26^	29^	28^	25^	22^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8–14, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																												
ABC NEWS:NIGHTLINE																												
MWTH	11.30P	30	ABC	26	A	5.0	15	445	1371	230	152	172	76	689	193	318	298	362	317	67^	563	167	313	293	334	307	28^	20^
	212	98	N	181	B	4.8	14	425	1374	239	167	174	73	694	179	320	303	363	319	66	563	173	308	283	332	306	29^	24^
TUE	11.30P	36			C	5.4	16	474	1390	251	181	187	67	713	183	353	335	393	354	64	574	181	322	298	354	328	25^	22^
11.30 - 12.00					A	5.0	14	443	1368	227	150	169	74	685	190	313	294	358	313	66^	562	165	312	291	333	306	29^	19^
12.00 - 12.30					A	5.7	19	505	1385	272	185	212	106^	738	247	392	353	424	373	71^	547	180	331	308	355	317	17v	22v
ABC NEWS:NIGHTLINE-FRI					A	2.8	9	248	1389	293	221^	217^	88^	681	263	362	358	390	308	31v	556	165^	302	290	323	312	19v	34v
FRI	12.00M	30	ABC	1	B	2.8	9	248	1389	293	221^	217^	88^	681	263	362	358	390	308	31v	556	165^	302	290	323	312	19v	34v
	201	97	N	4	C	3.5	14	311	1276	271	165	184	69^	625	162	301	282	360	325	62^	562	181	293	281	344	300	10v	36^
ABC WEEKEND REPORT-SAT.					A	1.7	5	151	1387	170^	66v	119^	77v	571	212^	310^	267^	323^	289^	141^	643	315^	490	427	443	375^	13v	40v
SAT	11.37P	15	ABC	7	B	1.6	5	144	1344	288	195^	208^	71^	650	208^	345	330	396	345	86^	556	226^	363	340	380	329	23v	31v
	138	75	N	46	C	2.0	6	173	1412	302	221	226	78^	707	199	384	363	427	385	78^	549	199	337	313	375	336	22v	42^
ABC WEEKEND REPORT-SUN.					A	1.9	9	168	1402	312^	245^	247^	108^	686	259^	407	345^	410	364^	88v	551	196^	436	388	392	353^	<<	60v
SUN	11.30P	15	ABC	7	B	1.9	9	172	1417	246	185^	188^	91^	681	256	411	391	456	402	70^	601	241	428	401	433	394	10v	30v
	147	81	N	46	C	2.1	9	189	1377	257	201	207	69^	660	202	375	362	425	383	72^	588	219	392	370	431	399	32v	28v
CBS LATE NIGHT I					A	3.8	14	339	1395	277	203	210	87^	695	208	379	359	434	390	103	526	215	319	298	344	284	42^	38^
MON	11.30P	65	CBS	35	B	3.5	13	307	1440	308	230	240	93	715	220	411	384	451	411	105	538	213	345	318	364	311	48^	44^
	166	83	FF	202	C	3.6	14	321	1382	283	215	221	84	728	216	405	378	432	393	82	521	190	328	307	353	311	33^	31^
TUE-THU	11.30P	66																										
FRI	11.30P	70																										
11.30 - 12.00					A	3.9	12	349	1416	282	209	212	93^	708	208	384	364	435	390	106	522	217	319	298	341	279	42^	41^
12.00 - 12.30					A	3.8	15	333	1394	275	200	210	83^	692	210	378	359	439	397	102	533	217	322	302	349	291	42^	35^
12.30 - 1.00					A	3.5	16	308	1367	278	204	205	85^	675	208	370	349	428	381	99^	534	210	317	300	351	294	47^	33^
CBS LATE NIGHT II					A	2.5	13	224	1292	262	191	188	82^	621	209	354	333	406	367	102^	521	220	325	300	351	302	39^	33v
MON	12.35A	45	CBS	35	B	2.4	13	211	1378	290	219	226	93^	677	223	406	379	440	404	118^	530	225	355	321	371	313	48^	45^
	166	83	FF	228	C	2.4	14	211	1337	292	224	225	91^	699	232	419	390	440	398	91^	508	207	349	325	372	323	31^	34^
TUE	12.36A	50																										
WED	12.36A	45																										
THU	12.36A	49																										
FRI	12.40A	45																										
12.30 - 1.00					A	2.7	13	238	1308	265	194	191	82^	639	208	355	333	408	368	99^	524	217	320	297	347	296	37^	32v
1.00 - 1.30					A	2.3	13	208	1289	262	190	188	82^	609	214	358	337	410	370	107^	525	225	335	308	361	312	41^	35v
CBS NEWS NIGHTWATCH-1					A	0.9	8	76	1131	248^	158^	179^	64v	560	203^	335^	300^	376^	362^	103v	425^	174^	290^	259^	290^	256^	59v	34v
M-THSU	2.00A	30	CBS	32	B	0.8	8	73	1164	238^	168^	182^	55v	620	194^	341^	328^	374	342^	76v	439	172^	298^	276^	293^	260^	33v	20v
	47	54	N	212	C	0.9	9	78	1226	273^	198^	212^	61v	678	215^	377	355	406	378	68v	456	171^	300^	279^	332	297^	21v	19v
CBS NEWS NIGHTWATCH-2					A	0.9	10	80	1169	300^	186^	208^	77v	584	203^	347^	317^	391^	362^	102v	475	190^	306^	274^	336^	296^	37v	39v
M-THSU	2.30A	30	CBS	33	B	0.9	10	76	1236	269^	168^	196^	73v	638	206^	351	322^	373	347	102^	476	190^	325^	305^	345	283^	37v	35v
	CONT'D																											

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AUG.8–14,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
CBS NEWS NIGHTWATCH-2-CONT'D																								
62 62 N 226	C	0.9	11	79	1204	294^	195^	210^	62v	666	211^	368	344	396	370	70v	445	168^	287^	270^	326	288^	23v	21v
CBS NEWS NIGHTWATCH-3	A	0.7	12	66	1047	292^	180^	191^	79v	584	190^	345^	324^	367^	332^	70v	389^	179^	267^	243^	284^	248^	19v	46v
M-THSU 3.00A 180 CBS 35	B	0.7	12	63	1131	270^	164^	188^	60v	613	176^	326^	307^	346^	325^	68v	405	167^	252^	232^	274^	239^	25v	53v
78 74 N 233	C	0.8	15	72	1119	286^	172^	193^	56v	671	177^	318^	300^	364	337^	53v	367	141^	223^	214^	256^	220^	14v	19v
3.00 - 3.30	A	0.9	12	78	1071	290^	192^	205^	86v	581	196^	361^	338^	399^	364^	101v	409^	170^	268^	237^	291^	236^	29v	42v
3.30 - 4.00	A	0.8	12	73	1037	295^	196^	202^	87v	600	200^	356^	336^	383^	345^	52v	359^	151^	239^	220^	260^	241^	23v	47v
4.00 - 4.30	A	0.8	13	69	1006	288^	182^	193^	76v	560	182^	333^	316^	353^	320^	60v	368^	170^	249^	228^	263^	238^	21v	49v
4.30 - 5.00	A	0.7	13	64	1050	290^	164^	174^	73v	571	188^	335^	315^	353^	317^	70v	406^	187^	263^	236^	280^	247^	17v	47v
5.00 - 5.30	A	0.7	13	62	1047	274^	156^	164^	69v	573	186^	333^	313^	346^	313^	71v	404^	199^	290^	271^	306^	261^	17v	45v
5.30 - 6.00	A	0.6	10	51	1002	296^	175^	191^	76v	585^	174^	321^	298^	335^	302^	58v	363^	199^	284^	263^	296^	259^	<<	43v
CBS SUNDAY NEWS	A	3.0	7	266	1414	199^	111^	121^	63^	723	122^	274	251	325	300	43v	556	120^	252	247	274	253	50v	38v
SUN 11.30P 15 CBS 7	B	3.1	7	271	1431	248	164	173	50^	753	124	306	290	355	334	50^	561	120^	262	256	297	278	48^	19v
119 63 N 47	C	3.2	7	283	1467	281	197	203	54^	801	159	369	355	402	371	55^	570	134	286	273	318	292	30^	16v
DAVID LETTERMAN I	A	4.1	19	361	1308	211	189	144	121	514	235	379	356	381	306	225	546	334	446	396	415	306	110	51^
MW-F 12.30A 30 NBC 34	B	3.9	18	348	1331	228	199	174	120	558	243	395	354	380	333	205	513	304	404	356	379	289	116	61^
205 99 GV 228	C	3.9	19	346	1369	270	229	203	119	643	274	440	398	432	376	170	569	322	446	395	424	339	59^	41^
TUE 12.46A 30																								
12.30 - 1.00	A	4.2	19	372	1318	216	192	146	126	522	242	386	363	388	308	224	541	329	441	392	412	304	111	52^
1.00 - 1.30	A	3.1	17	275	1198	163^	147^	125^	69^	430	149^	311	287	302	277	238	606	383	499	441	455	333	91^	38v
DAVID LETTERMAN II	A	3.4	19	299	1301	190	176	133	124	489	222	362	335	354	282	254	558	373	468	405	423	296	113	60^
MW-F 1.00A 30 NBC 34	B	3.2	19	287	1329	221	199	170	129	543	254	402	356	378	329	229	516	332	418	362	381	275	119	65^
205 99 GV 228	C	3.2	19	284	1354	267	232	199	126	624	285	444	400	430	369	187	576	355	467	411	439	342	59^	41^
TUE 1.16A 30																								
1.00 - 1.30	A	3.5	19	310	1311	194	180	135	130	492	226	369	340	360	285	258	557	373	469	406	424	295	116	62^
1.30 - 2.00	A	2.4	17	213	1194	142^	122^	110^	60v	454	166^	284^	266^	282^	254^	211^	579	376	459	395	409	311	89^	40v
FRIDAY NIGHT VIDEOS	A	2.5	16	222	1268	156^	138^	86^	177^	426	252^	336	318	341	249^	234^	530	351	438	365	393	287	81^	107^
FRI 1.30A 60 NBC 7	B	2.3	16	208	1296	182	164	126^	147^	490	259	371	343	361	287	236	473	326	409	345	355	254	118^	89^
174 96 PC 46	C	2.6	17	230	1398	254	228	187	166	584	321	456	405	429	347	231	563	397	484	404	426	331	104^	65^
1.30 - 2.00	A	2.7	16	239	1283	166^	147^	88^	177^	453	253^	349	335	358	252^	223^	537	353	440	377	405	302	81^	91^
2.00 - 2.30	A	2.2	16	195	1306	151^	135^	88^	186^	412	261^	334	312^	336	257^	259^	545	366	454	366	397	281^	85^	132^
G MICHAELS SPORTS MACHINE	A	2.5	8	222	1324	218^	177^	168^	67v	512	184^	318	268^	289	276^	200^	673	359	531	492	524	411	74v	9v
SUN 11.30P 15 NBC 7	B	2.1	7	185	1412	232	183	175^	80^	541	190	346	327	357	310	177^	667	312	516	471	493	405	88^	22v
83 55 SC 48	C	1.9	7	173	1474	264	218	214	91^	597	206	392	373	410	362	195	724	343	531	467	513	416	58^	36v
LATE SHOW-FOX	A	1.4	4	120	1349	256^	232^	179^	165^	544	298	418	391	417	317	155^	466	263^	375	342	372	328	124^	94^
MON-FRI 11.30P 60 FOX 35	B	1.3	4	118	1330	239	210^	180^	148^	534	273	391	357	378	311	154^	476	271	391	355	380	328	116^	97^
109 79 GV 229	C	1.4	4	127	1418	280	248	216	147^	621	322	468	422	454	387	175^	570	345	471	400	429	360	73^	63^
CONT'D																								

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LATE FRINGE CONT'D																									
LATE SHOW-FOX-CONT'D																									
11.30 - 12.00		A	1.5	5	136	1333	255	233^	180^	161^	537	288	420	393	418	313	151^	487	272	396	363	394	349	114^	76^
12.00 - 12.30		A	1.2	4	103	1392	262^	236^	182^	172^	563	317^	423	395	423	328	163^	446	256^	354	320^	349	307^	140^	120^
PGA CHAMPIONSHIP-FRI(S)		A	3.3	9	292	1377	249	186^	179^	69^	665	202^	318	310	338	282	46v	538	162^	286	286	305	278	34v	28v
FRI 11.30P 30 ABC																									
205 98 SE																									
SATURDAY NIGHT		A	7.1	22	629	1469	307	245	237	103	646	262	429	395	432	385	123	545	234	398	378	402	344	102	45^
SAT 11.30P 79 NBC	5	B	6.8	22	606	1492	282	227	200	145	643	269	430	383	423	360	153	559	267	420	385	415	347	99	71
201 99 GV	36	C	7.7	24	686	1541	298	250	224	148	661	301	470	426	462	401	152	591	301	465	422	456	398	98	84
11.30 - 12.00		A	8.3	22	735	1524	316	253	230	105	686	265	432	395	432	379	102	547	223	385	373	398	349	94	50^
12.00 - 12.30		A	6.7	21	594	1445	301	235	238	96^	622	255	426	400	439	396	144	554	240	416	389	410	343	108	47^
12.30 - 1.00		A	5.9	22	523	1372	296	240	248	108^	593	264	424	380	416	372	132	517	246	390	367	392	330	108^	30v
TONIGHT SHOW		A	5.8	19	510	1372	237	184	173	103	633	205	380	355	397	344	143	539	250	378	336	366	309	86	48^
MW-F 11.30P 60 NBC	34	B	5.7	19	507	1401	251	189	186	97	666	198	380	349	394	354	127	523	218	342	312	345	291	82	51
202 99 GV	225	C	6.0	20	534	1401	271	210	205	92	722	222	410	379	427	385	102	539	215	349	322	358	307	46^	35^
TUE 11.46P 60																									

11.30 - 12.00		A	6.5	18	573	1398	249	192	184	108	665	211	397	368	414	359	120	544	232	365	328	361	315	81	44^
12.00 - 12.30		A	5.3	19	473	1346	231	180	167	99	608	203	370	347	386	334	162	530	263	385	337	367	300	90	52^
12.30 - 1.00		A	4.0	18	354	1258	142^	114^	99^	68^	494	137^	268	257	289	255	200	575	314	455	402	411	316	102^	53^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.4	16	120	49v	217^	204^	540	171^	387	373	296	126^	525	168^	358	370	303	123^	10v	28v	19v	29v	28v
MON-FRI	6.15A	15	ABC	35	B	1.2	14	102	65^	249^	227^	538	189^	387	365	291	124^	587	169^	379	386	346	167^	7v	14v	17v	22v	30v
	134	81	N	230	C	1.3	14	118	65^	270	225	607	178^	385	384	343	181^	498	143^	312	333	295	141^	15v	21v	13v	17v	16v
ABC WORLD NEWS-MORN-645A					A	1.9	16	168	35v	272	237	590	218	419	384	296	145^	524	169^	352	346	296	126^	9v	19v	9v	24v	21v
MON-FRI	6.45A	15	ABC	35	B	1.9	16	165	47^	256	211	585	206	383	368	284	177	541	136^	334	349	328	159	5v	10v	14v	21v	25v
	182	91	N	229	C	2.2	16	194	62^	279	219	614	195	386	395	314	186	490	125^	280	309	297	152	28v	28v	19v	24v	28v
BEFORE HOURS					A	0.8	10	67	57v	318^	228^	623	180^	360^	396^	363^	174^	381^	115v	209^	205^	217^	127^	11v	9v	<<	34v	26v
MON-FRI	6.15A	15	NBC	35	B	0.7	10	62	61v	285^	207^	640	204^	368^	402^	319^	197^	420	147^	239^	220^	210^	138^	19v	11v	16v	39v	28v
	147	86	N	230	C	0.7	9	66	65v	301^	245^	611	173^	364^	376^	323^	197^	427	184^	260^	242^	164^	128^	35v	20v	14v	18v	19v
CBS MORNING NEWS- 6:30AM					A	0.8	9	71	37v	306^	224^	609	192^	329^	349^	267^	235^	459^	206^	277^	265^	192^	150^	11v	10v	25v	26v	40v
MON-FRI	6.30A	30	CBS	35	B	0.8	9	74	31v	232^	159^	535	125^	267^	258^	263^	236^	447	153^	236^	235^	219^	169^	16v	27v	20v	18v	29v
	138	82	N	235	C	1.1	11	101	54v	255	150^	585	131^	287	318	344	232^	431	110^	203^	214^	233^	185^	19v	13v	24v	18v	26v
CBS THIS MORNING-1					A	2.0	12	174	62^	235	160^	648	151^	335	353	320	261	488	120^	235	236	229	232	27v	13v	26v	30v	29v
MON-FRI	7.30A	30	CBS	35	B	1.9	12	172	56^	217	134^	644	119^	282	314	323	300	479	112^	224	225	222	231	15v	14v	18v	21v	24v
	203	98	N	185	C	2.1	11	187	50^	195	130^	655	118^	276	294	314	333	457	92^	212	215	219	218	18v	10v	20v	20v	24v
CBS THIS MORNING-2					A	2.2	10	193	57^	186	129^	612	128^	288	276	312	288	410	59^	160^	177	204	224	26v	17v	62^	54^	70^
MON-FRI	8.30A	30	CBS	35	B	2.2	10	191	57^	182	122^	677	124^	279	292	339	344	413	76^	176	181	203	210	20v	20v	33v	27v	36^
	203	98	N	185	C	2.3	10	203	48^	152	98^	702	124^	247	260	317	408	407	75^	164	168	179	217	12v	11v	25v	25v	26v
GOOD MORNING, AMERICA-730					A	3.2	20	285	50^	277	213	715	202	403	408	365	254	429	105^	224	228	213	173	2v	8v	12v	25v	25v
MON-FRI	7.30A	30	ABC	35	B	3.2	19	288	55^	266	206	688	190	368	365	349	269	443	92	218	229	224	193	5v	7v	11v	17v	19v
	214	99	N	229	C	4.1	20	359	57^	246	187	705	171	375	390	366	280	426	98	200	218	220	188	13v	7v	20^	23^	27^
GOOD MORNING, AMERICA-830					A	3.3	16	289	74^	224	182	755	192	385	413	384	301	329	86^	159	168	143	136	11v	12v	34^	40^	49^
MON-FRI	8.30A	30	ABC	35	B	3.4	16	303	81^	204	162	749	188	363	379	376	322	350	75^	172	173	173	153	10v	15v	30^	26^	34^
	213	99	N	229	C	4.2	19	370	73	200	156	758	167	360	380	389	341	363	70	154	171	193	171	9v	9v	24^	25^	25^
NBC NEWS AT SUNRISE					A	1.7	19	151	45v	338	260	626	108^	372	424	445	170^	479	105^	251	313	303	146^	15v	<<	14v	22v	21v
MON-FRI	6.00A	30	NBC	35	B	1.7	20	151	46^	276	199	625	108^	330	377	407	220	499	120^	246	288	300	171	11v	5v	12v	21v	15v
	201	98	N	230	C	2.0	20	174	58^	299	232	637	135^	363	390	383	216	494	125^	236	260	256	201	23v	28v	13v	17v	20v
TODAY SHOW-7.30AM					A	3.6	22	319	53^	265	185	688	126	316	342	369	315	415	91^	210	206	232	180	13v	4v	14v	15v	20v
MON-FRI	7.30A	30	NBC	35	B	3.8	23	337	47^	253	190	694	131	328	357	370	318	421	100	210	213	222	178	9v	6v	15v	17v	18v
	205	99	N	230	C	4.4	22	394	51^	224	164	689	127	326	349	374	317	462	105	217	221	227	217	14v	10v	21^	19^	26^
TODAY SHOW-8.30AM					A	4.1	19	360	67^	198	137	731	110	284	310	370	395	352	69^	165	169	175	168	11v	18v	30^	20v	27^
MON-FRI	8.30A	30	NBC	35	B	4.0	19	352	51^	201	152	733	113	296	313	380	393	365	77	162	167	174	176	18v	13v	26^	23^	27^
	205	99	N	230	C	4.5	21	401	53^	174	134	733	117	304	323	380	387	405	87	180	180	192	204	11v	9v	21^	18^	18^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8-14,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN	A	6.7	21	597	115	206	169	173	773	344	526	411	444	315	215	254	56^	29^	113	75	76	110	67	120
MON-FRI 1.00P 60 ABC 35	B	6.7	21	593	123	225	200	182	795	372	569	443	475	318	194	260	58	32^	102	70	68	95	59	104
218 99 DD 228	C	7.3	24	646	143	237	210	154	844	384	582	457	503	341	216	262	69	17^	51	38^	56	63	69	49
1.00 - 1.30	A	6.4	20	563	113	204	169	174	761	339	521	408	438	311	211	249	51^	31^	115	79	77	111	69	119
1.30 - 2.00	A	7.2	23	634	117	206	168	172	779	347	527	411	446	316	217	257	59	28^	110	72	75	109	64	120
AMERICAN TREASURY	A	4.4	14	387	82^	203	148	143	845	252	414	311	361	361	381	240	125	40^	74^	59^	56^	60^	53^	63^
MWF 3.58P 1 CBS 20	B	4.5	15	401	91	223	170	155	860	254	439	323	373	370	371	247	105	39^	64	51^	56^	68	51^	73
195 92 DO 135	C	4.6	15	409	91	197	144	133	875	234	424	327	379	374	399	273	125	28^	57^	50^	40^	53^	40^	52^
ANOTHER WORLD	A	5.3	17	471	65^	147	131	202	747	235	406	299	358	323	282	192	75	51^	187	126	64^	71^	52^	82
MON-FRI 2.00P 60 NBC 33	B	5.2	17	465	80	166	145	212	758	243	429	319	374	340	275	214	75	55	192	134	63	73	56	80
202 98 DD 223	C	5.0	17	446	82	187	163	166	845	268	457	338	396	363	329	257	100	30^	89	64	37^	53^	49^	41^
2.00 - 2.30	A	5.4	17	477	67^	146	131	205	742	238	405	300	356	319	279	193	77	53^	191	130	66^	76	55^	88
2.30 - 3.00	A	5.2	17	462	64^	148	132	201	758	232	411	301	362	330	286	193	74	50^	183	123	62^	66^	50^	78
AS THE WORLD TURNS	A	6.6	22	588	85	169	124	140	830	244	383	273	316	336	404	262	120	45^	72	51^	45^	68	43^	70
MON-FRI 2.00P 60 CBS 35	B	6.7	22	591	101	178	135	154	861	250	417	302	351	351	395	242	105	40^	84	53	55	71	51	74
209 99 DD 230	C	6.6	23	582	97	169	125	120	900	232	416	318	372	374	429	266	120	23^	40^	33^	40^	51	48	43^
2.00 - 2.30	A	6.6	21	583	83	171	128	142	830	247	385	274	316	331	402	258	121	47^	72	53^	44^	68	43^	69
2.30 - 3.00	A	6.7	22	590	87	168	121	138	835	242	383	275	318	343	409	269	121	44^	72	50^	47^	69	44^	72
BOLD AND THE BEAUTIFUL	A	5.5	17	489	82	165	122	124	833	235	370	274	315	328	421	258	130	48^	56^	48^	50^	71	48^	73
MON-FRI 1.30P 30 CBS 35	B	5.5	18	491	91	177	139	119	848	226	394	303	352	355	406	251	113	42^	62	43^	59	71	52^	79
197 93 DD 228	C	5.3	18	472	93	180	137	104	882	224	406	316	367	376	426	282	119	23^	29^	25^	46^	54	53^	47^
CLASSIC CONCENTRATION	A	4.0	17	356	74^	84^	54^	78^	708	136	249	202	251	260	409	249	114	48^	61^	46^	111	101	84^	129
MON-FRI 10.30A 30 NBC 34	B	4.0	17	352	69^	102	71^	74	705	136	252	206	267	285	393	261	121	62^	70^	53^	97	101	65^	133
144 79 QG 225	C	3.6	16	319	81	134	98	77^	782	169	320	261	327	328	395	313	142	31^	37^	30^	60^	73^	70^	63^
DAYS OF OUR LIVES	A	8.0	25	705	91	125	111	222	675	230	383	271	315	278	247	219	87	57	214	149	68	100	61	107
MON-FRI 1.00P 60 NBC 34	B	7.8	25	690	88	155	135	242	715	258	424	290	332	297	249	228	84	61	206	144	68	89	59	98
205 99 DD 227	C	7.0	23	622	90	179	154	193	825	284	472	339	398	349	294	258	98	35^	107	81	42	58	52	48
1.00 - 1.30	A	7.6	24	673	91	120	105	222	679	221	374	264	308	280	261	229	89	56	213	149	69	101	62	108
1.30 - 2.00	A	8.3	26	734	91	131	117	223	675	239	393	278	324	278	236	211	85	59	215	150	67	100	60	107
FAMILY FEUD	A	3.2	14	284	85^	137	110^	123	593	163	320	257	308	303	222	280	115^	66^	121	88^	113^	129	90^	151
MON-FRI 10.00A 30 CBS 30	B	3.2	14	281	75^	166	134	118	613	176	335	257	307	317	229	274	96	66^	106	76^	117	101	59^	159
174 84 QP 30	C	3.2	14	281	75^	166	134	118	613	176	335	257	307	317	229	274	96	66^	106	76^	117	101	59^	159
GENERAL HOSPITAL	A	7.0	23	624	99	214	168	149	829	318	483	382	438	345	290	238	88	24^	92	60	54^	96	49^	101
MON-FRI 3.00P 60 ABC 35	B	7.2	24	639	108	213	173	159	821	336	497	385	442	328	267	242	84	25^	86	57	48	76	47	77
217 99 DD 228	C	7.7	26	684	121	230	191	162	859	356	532	409	461	337	275	232	86	23^	71	50	43	57	54	47
3.00 - 3.30	A	7.0	23	617	99	209	163	151	829	321	484	384	441	342	288	238	89	24^	96	63	55	102	50^	107
3.30 - 4.00	A	7.1	23	633	99	218	173	147	827	313	481	379	435	346	290	237	86	24^	87	57	52^	90	47^	95

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F					A	3.8	16	338	83^	144	115	173	449	218	318	234	269	178	96^	184	30^	127	214	139	148	206	99^	255
MON-FRI	11.00A	30	ABC	25	B	3.9	16	348	94	165	145	190	508	244	379	273	299	207	104	212	40^	117	198	136	135	187	101	221
	153	79	CS	25	C	3.9	16	348	94	165	145	190	508	244	379	273	299	207	104	212	40^	117	198	136	135	187	101	221
GUIDING LIGHT					A	5.8	19	514	86	187	135	153	856	252	403	288	334	369	406	253	130	41^	83	52^	46^	59^	39^	66
MON-FRI	3.00P	60	CBS	34	B	5.9	20	521	92	205	153	157	867	249	426	313	359	376	395	238	109	39^	83	57	48^	70	45^	74
	208	99	DD	227	C	6.0	20	533	93	194	144	129	892	236	428	332	380	385	416	256	117	22^	54	44^	37^	53	44^	46^
3.00 - 3.30					A	5.8	19	517	93	182	130	149	847	250	401	287	332	369	401	255	129	40^	83	50^	44^	65^	40^	68
3.30 - 4.00					A	5.8	19	516	79	189	139	154	856	252	401	286	333	366	408	248	129	41^	82	53^	47^	54^	38^	62^
HOME					A	2.5	10	222	63^	182	131^	142^	678	261	390	282	340	282	231	249	53^	55^	82^	52^	89^	121^	70^	140^
MON-FRI	11.30A	30	ABC	35	B	2.7	10	241	96^	228	189	140	722	276	452	357	402	328	225	270	65^	47^	96^	64^	82^	111	67^	126
	176	88	IA	150	C	2.6	11	231	135	240	203	110^	774	306	507	421	464	356	224	256	63^	27v	48^	35^	59^	71^	69^	62^
LOVING					A	3.3	11	292	101^	200	152	156	734	305	439	337	360	282	272	218	56^	32^	108^	70^	76^	109^	67^	117
MON-FRI	12.30P	30	ABC	35	B	3.5	12	314	118	223	193	140	771	339	491	396	424	296	251	246	72^	32^	87	60^	58^	91	53^	96
	173	88	DD	228	C	4.0	14	353	139	239	217	139	824	379	557	443	480	320	229	240	61^	19^	47^	35^	63^	59^	71^	52^
NEW CARD SHARKS					A	3.3	14	296	89^	141	108^	118	607	184	304	237	285	282	254	336	177	37^	108^	65^	76^	121	76^	121
MON-FRI	10.30A	30	CBS	35	B	3.3	14	294	82^	158	122	86^	627	168	309	251	301	328	267	343	162	49^	71^	47^	96	97	51^	142
	163	80	QP	230	C	3.1	13	272	77^	135	100	63^	690	175	314	262	315	332	324	407	225	29^	33^	23v	75^	75^	74^	76^
NEWSBREAK-11.57					A	5.3	20	466	64^	128	96	91	679	157	274	214	256	273	363	379	206	40^	70^	44^	89	99	64^	123
MON-FRI	11.57A	2	CBS	35	B	5.0	19	444	58	143	111	99	696	159	294	226	273	300	354	347	186	51^	74	49^	95	88	47^	136
	173	81	N	229	C	5.0	20	446	64	157	118	77	740	175	314	251	298	304	378	401	206	25^	33^	24^	61	66	64	63
NEWSBREAK-3.44					A	4.9	16	432	79	184	138	151	867	255	407	288	331	365	417	264	145	43^	77^	52^	53^	65^	47^	71^
MON&THU	3.40P	1	CBS	33	B	5.0	16	441	92	213	161	159	890	259	436	319	365	379	408	244	118	43^	80	58	49^	67	41^	75
	192	92	N	226	C	5.1	17	455	94	198	151	126	892	237	415	321	366	375	432	257	120	23^	56^	43^	38^	55^	43^	50^
TUE	3.41P	1																										
WED	3.38P	1																										
FRI	3.43P	1																										
ONE LIFE TO LIVE					A	7.0	23	618	129	190	151	190	804	337	513	387	432	334	246	230	79	29^	118	78	70	114	65	119
MON-FRI	2.00P	60	ABC	35	B	6.9	23	610	129	195	165	182	812	358	538	410	455	327	229	236	78	36^	97	68	63	96	61	98
	214	99	DD	226	C	7.4	25	651	144	218	188	159	859	374	566	437	488	351	242	229	83	19^	54	39^	49	64	66	47
2.00 - 2.30					A	7.0	23	617	126	187	147	189	798	334	512	386	428	332	243	227	78	30^	117	79	71	112	66	117
2.30 - 3.00					A	7.1	23	627	130	190	153	188	801	336	509	383	430	332	246	231	78	27^	117	76	69	115	64	120
PRICE IS RIGHT 1					A	5.4	22	475	68^	113	85	105	632	177	263	184	223	231	331	362	183	44^	62^	41^	110	129	84	155
MON-FRI	11.00A	30	CBS	35	B	5.4	22	480	61	128	96	89	628	144	259	198	235	266	331	349	166	53^	74	46^	114	109	65	159
	210	99	AP	229	C	5.1	22	451	66	136	94	75	702	162	288	226	264	293	375	414	216	28^	33^	24^	78	77	74	80
PRICE IS RIGHT 2					A	7.2	28	634	68	110	82	97	647	167	257	185	222	231	354	354	189	44^	64	39^	104	119	72	151
MON-FRI	11.30A	30	CBS	35	B	7.1	27	625	58	124	93	91	646	147	260	196	234	259	348	356	179	55	72	46	109	106	60	155
	210	99	AP	231	C	6.5	27	580	61	139	99	75	715	163	288	225	266	284	386	419	221	28^	33^	24^	73	73	71	75

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
RYAN'S HOPE					A	2.3	8	200	72^	184	148^	161^	740	344	456	340	386	258	238	258	79^	26v	86^	54^	95^	150^	97^	148^
MON-FRI	12.00N	30	ABC	35	B	2.3	8	203	111^	207	186	156	763	370	515	409	444	281	214	266	73^	32v	86^	64^	84^	127	90^	120^
	159	80	DD	228	C	2.7	10	237	140	238	216	132	816	394	571	468	507	313	206	263	55^	22v	56^	39^	77^	70^	86^	62^
SALE OF THE CENTURY					A	3.2	14	284	67^	108^	59^	59^	772	137	236	199	271	265	463	308	149	25v	30^	31^	88^	73^	81^	79^
MON-FRI	10.00A	30	NBC	34	B	3.2	14	283	64^	124	81^	59^	759	129	237	197	264	288	455	318	150	35^	45^	33^	76^	69^	52^	92
	148	81	QG	225	C	3.1	14	275	63^	138	101	52^	779	142	293	253	309	311	430	377	186	20v	29^	21v	53^	53^	57^	49^
SANTA BARBARA					A	4.9	16	431	69^	145	129	198	747	224	407	297	348	330	289	192	66^	45^	176	121	63^	54^	49^	69^
MON-FRI	3.00P	60	NBC	33	B	4.5	15	396	74	148	132	202	752	222	417	313	359	351	288	216	74	53^	176	132	53^	58^	48^	63^
	197	97	DD	223	C	4.6	16	411	86	170	143	182	809	247	443	326	390	375	302	258	96	32^	119	84	38^	53^	49^	41^
3.00 - 3.30					A	4.9	16	434	67^	138	124	194	740	219	408	302	355	336	279	194	65^	43^	178	121	65^	59^	50^	74^
3.30 - 4.00					A	4.8	16	424	71^	153	137	205	762	232	409	294	345	327	302	192	68^	46^	175	122	61^	50^	47^	64^
SCRABBLE					A	4.7	16	415	53^	109	88	87	637	108	229	186	226	273	369	329	158	83	99	81^	83	76^	49^	110
MON-FRI	12.30P	30	NBC	34	B	4.4	15	388	53^	128	99	106	683	134	278	227	273	302	360	315	147	81	109	90	80	84	57^	107
	162	83	QG	240	C	4.0	15	359	58^	133	100	78	777	144	298	244	298	325	425	341	174	34^	45^	42^	50^	57^	53^	54^
SUPER PASSWORD					A	3.7	13	324	62^	111	90^	84^	665	125	256	210	238	246	380	297	145	50^	76^	54^	79^	88^	47^	121
MON-FRI	12.00N	30	NBC	33	B	3.5	13	308	58^	121	100	106	680	142	283	229	272	260	354	282	127	68^	102	82^	82^	87	56^	113
	159	73	QG	225	C	3.4	13	299	66^	118	87	84^	760	154	299	241	289	293	413	322	167	30^	48^	39^	55^	61^	60^	55^
U.S. SENIOR OPEN GOLF-MON(S)					A	2.0	6	177	30v	130^	79v	59v	544	92v	189^	163^	217^	256^	301^	516	263^	18v	52v	50v	37v	21v	12v	46v
MON	4.00P	63	ABC																									
	168	84	SE																									
4.00 - 4.30					A	2.2	7	195	42v	140^	78v	60v	558	106^	204^	179^	230^	250^	302^	460	236^	15v	52v	48v	42v	20v	20v	42v
4.30 - 5.00					A	1.8	6	159	17v	108^	73v	53v	500	67v	158^	137^	191^	254^	288^	575	291^	21v	50v	53v	30v	21v	<<	48v
5.00 - 5.30					A	2.4	8	213	17v	173^	130^	76v	652	140^	249^	193^	256^	273^	341	503	250^	17v	54v	33v	46v	25v	4v	67v
WHEEL OF FORTUNE					A	4.5	18	400	64^	119	82^	71^	760	135	263	212	258	310	451	285	156	46^	40^	41^	73^	64^	42^	96
MON-FRI	11.00A	30	NBC	33	B	4.9	20	437	56^	137	101	74	771	148	281	230	285	322	434	305	157	41^	46^	41^	73	74	51^	95
	206	98	QG	226	C	5.3	22	468	64	156	110	71	812	159	302	246	308	329	448	345	179	21^	28^	24^	45^	56	59	41^
WIN, LOSE OR DRAW					A	4.4	17	393	76^	133	103	130	670	171	311	245	279	282	325	233	86	80^	133	96	95	109	71^	133
MON-FRI	11.30A	30	NBC	32	B	4.5	17	399	77	146	116	132	687	175	337	266	305	310	311	260	90	79	125	95	97	106	77	127
	184	88	QG	238	C	4.2	17	372	87	163	129	105	774	199	372	294	347	334	349	305	123	36^	55^	44^	60^	79	79	60^
YOUNG AND THE RESTLESS					A	8.2	28	725	93	163	137	145	813	270	422	316	352	311	355	239	116	37^	80	59	65	88	56	98
MON-FRI	12.30P	60	CBS	35	B	8.2	28	725	96	173	143	141	819	255	420	318	366	338	351	243	110	34^	80	54	76	83	64	94
	211	99	DD	231	C	7.9	29	704	108	188	155	129	863	269	449	340	387	354	367	272	122	20^	39	31^	51	68	72	47
12.30 - 1.00					A	8.0	28	712	91	157	130	141	799	259	407	307	342	306	356	247	122	38^	81	60	67	91	58	100
1.00 - 1.30					A	8.3	28	739	95	170	144	149	825	281	435	325	361	316	354	230	111	36^	79	59	63	86	54	95

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8–14,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(B,R)					A	1.4	5	124	1555	160^	613	417^	34v	383^	73v	29v	44v	54v	18v	487^	223^	265^	203^	285^	109v	176^	140^	145^
SAT	1.00P	30	ABC																									
	121	61	CA																									
THE RANSOM OF RED CHIEF																												
ALF-SAT MORN					A	4.4	18	390	1431	140^	427	321	84^	220	186	92^	94^	130^	56^	599	377	222	310	289	212	76^	147^	142^
SAT	10.00A	30	NBC	6	B	4.5	19	396	1373	137	389	311	84^	202	183	82^	101	107	76^	599	333	266	283	316	186	130	160	157
	208	99	CA	39	C	5.6	20	496	1463	135	368	302	83	222	216	99	117	136	79	657	335	322	271	385	204	181	193	192
ALL NEW POUND PUPPIES					A	2.1	13	186	1306	89v	364	303^	62v	261^	145^	65v	80v	86v	59v	536	261^	275^	204^	332^	175^	156^	150^	181^
SAT	8.30A	30	ABC	7	B	2.1	13	182	1300	93^	302	242	49^	208	115^	61^	54^	78^	37v	675	360	315	313	362	192	170^	207	155^
	204	98	CA	29	C	2.6	14	230	1335	73^	275	221	43^	187	130	59^	71^	89^	41^	743	373	370	302	441	227	214	238	202
ALVIN AND THE CHIPMUNKS					A	5.3	20	470	1500	153	404	310	89^	213	237	87^	151	146	91^	646	322	324	315	331	176	155	162	169
SAT	10.30A	30	NBC	6	B	5.0	20	440	1454	145	370	302	88	201	207	74^	133	119	87	677	345	332	307	370	188	182	188	182
	206	99	CA	48	C	5.9	21	525	1499	151	367	308	81	209	230	88	143	143	87	692	323	370	295	397	185	212	201	196
ANIMAL CRACK-UPS					A	3.4	13	301	1439	145^	482	332	79^	290	205^	65^	140^	140^	66^	462	200^	262	160^	302	140^	162^	135^	168^
SAT	12.00N	30	ABC	6	B	3.4	13	300	1477	132	459	325	98^	343	201	99^	102^	128	72^	476	235	240	202	274	137	137	148	126
	165	70	CL	40	C	3.4	12	304	1493	133	456	332	103	348	208	92	117	130	78^	481	253	228	189	291	154	137	144	148
BUGS BUNNY/TWEETY SHOW I					A	4.5	17	399	1533	173	432	373	127^	312	214	138^	75^	150^	64^	574	345	230	224	350	202	149^	191	159^
SAT	11.00A	30	ABC	5	B	4.6	18	409	1542	127	351	280	125	351	196	115	82^	111	85	644	358	286	268	375	210	165	200	175
	203	94	CA	5	C	4.6	18	409	1542	127	351	280	125	351	196	115	82^	111	85	644	358	286	268	375	210	165	200	175
BUGS BUNNY/TWEETY SHOW II					A	5.3	20	470	1492	152	397	338	120^	300	213	125^	87^	133^	80^	582	322	260	224	358	199	159	212	145
SAT	11.30A	30	ABC	5	B	5.0	19	445	1521	134	368	292	119	349	192	109	83	112	81	611	330	281	256	355	194	161	197	158
	200	94	CA	5	C	5.0	19	445	1521	134	368	292	119	349	192	109	83	112	81	611	330	281	256	355	194	161	197	158
DENNIS THE MENACE					A	3.3	13	292	1490	86^	319	247	38v	226	148^	64^	84^	113^	35v	796	466	330	330	466	299	167^	257	209^
SAT	11.30A	30	CBS	7	B	3.6	14	315	1505	116	362	278	72^	212	193	97^	96^	128	65^	738	413	325	308	430	246	184	248	182
	186	90	CA	33	C	3.5	12	308	1533	121	361	267	85	243	212	105	107	133	79^	716	400	316	312	404	235	169	206	198
FLINTSTONE KIDS					A	3.2	14	284	1346	125^	302	243	79^	158^	156^	79^	77^	85^	71^	731	390	340	305	426	225	201^	211^	215^
SAT	9.30A	30	ABC	5	B	3.4	15	305	1378	101^	280	220	80^	230	155	87^	68^	96^	59^	713	395	318	293	420	230	190	232	189
	203	98	CA	5	C	3.4	15	305	1378	101^	280	220	80^	230	155	87^	68^	96^	59^	713	395	318	293	420	230	190	232	189
FOOFUR					A	2.7	10	239	1458	142^	418	353	124^	168^	176^	75^	101^	80^	96^	696	358	339	365	331	168^	163^	195^	136^
SAT	12.00N	30	NBC	6	B	2.6	10	230	1490	155	415	324	108^	206	231	97^	134^	120^	111^	638	339	299	293	346	178	168	180	165
	139	67	CA	45	C	3.1	11	276	1489	156	402	322	103	236	246	102	143	145	101	606	299	307	275	331	157	173	171	160
FRAGGLE ROCK					A	4.5	17	399	1510	155^	404	342	56^	183	202	84^	118^	111^	91^	721	332	389	356	365	167	198	195	169
SAT	11.00A	30	NBC	6	B	4.0	16	357	1484	156	391	322	75^	194	187	72^	115	108	78^	712	348	365	333	379	180	199	191	188
	201	99	CA	20	C	4.2	16	368	1482	155	390	312	71	189	224	81	143	137	87	680	311	368	317	363	162	201	184	179
GALAXY HIGH SCHOOL					A	4.0	15	354	1600	120^	370	286	77^	300	159^	74^	85^	99^	60^	771	450	321	329	442	278	164^	263	179^
SAT	12.30P	30	CBS	7	B	3.7	14	330	1504	148	356	266	114	257	231	124	107	139	92^	659	361	297	250	409	225	184	214	195
	160	82	CA	29	C	3.1	11	278	1530	148	378	278	113	274	236	121	115	142	94	643	347	296	245	398	221	176	195	203

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS					A	2.4	19	213	1314	43v	383	269^	37v	195^	153^	85^	68v	111^	42v	582	308	274^	272^	310	159^	151^	163^	148^
SAT	8.00A	30	NBC	6	B	2.3	19	202	1266	73^	382	287	57^	234	135^	69^	66^	93^	41v	515	286	229	207	309	166	143^	162^	147^
	200	98	CA	20	C	3.0	21	263	1294	78^	319	243	57^	200	144	70^	74^	94^	50^	632	344	287	213	418	230	189	215	204
HELLO KITTY					A	1.7	13	151	1352	79v	403^	334^	67v	326^	78v	40v	37v	78v	<<	545	305^	241^	252^	294^	181^	113^	215^	78v
SAT	8.00A	30	CBS	7	B	1.6	13	144	1287	65^	366	255	67^	288	83^	38v	45v	73^	10v	550	290	260	237	313	167^	145^	202^	111^
	202	97	CA	48	C	2.0	13	178	1290	57^	304	206	45^	250	80^	45^	35v	52^	28v	657	332	325	229	427	222	205	260	168
I'M TELLING					A	2.1	8	186	1512	121^	421	307^	102^	215^	204^	64v	141^	121^	84v	672	353	318^	283^	388	181^	208^	196^	193^
SAT	12.30P	30	NBC	6	B	2.1	8	185	1528	130^	431	304	110^	243	255	97^	158^	147^	108^	600	334	266	243	357	193	164^	173^	183
	128	60	CL	44	C	2.4	8	215	1496	141	423	311	102^	244	257	97^	160	165	93^	573	284	288	215	357	178	180	173	184
LITTLE WIZARDS					A	1.2	9	106	1213	45v	387^	259^	101v	364^	156^	68v	88v	89v	67v	306^	187^	120v	107v	200^	124v	75v	131v	68v
SAT	8.00A	30	ABC	5	B	1.3	11	117	1299	85^	347	280^	78^	284^	129^	72v	56v	83^	46v	540	303	237^	262^	278^	148^	130^	159^	119^
	201	98	CA	5	C	1.3	11	117	1299	85^	347	280^	78^	284^	129^	72v	56v	83^	46v	540	303	237^	262^	278^	148^	130^	159^	119^
MIGHTY MOUSE					A	3.7	14	328	1373	92^	403	346	66^	191^	80^	44v	36v	54^	25v	699	361	338	399	300	187^	113^	190^	110^
SAT	10.30A	30	CBS	7	B	3.7	14	328	1438	93^	334	270	64^	207	101^	56^	45^	58^	44^	796	389	407	392	404	198	206	258	147
	201	96	CA	45	C	4.0	14	359	1481	91	336	263	62^	234	126	70^	56^	81	45^	785	414	372	381	404	214	191	249	155
MUPPET BABIES I					A	2.4	15	213	1390	84^	314	254^	67v	241^	119^	84^	35v	99^	19v	716	405	311	322	394	235^	159^	236^	158^
SAT	8.30A	30	CBS	7	B	2.4	16	216	1285	62^	273	205	57^	216	110^	59^	51^	89^	20v	686	356	331	292	394	204	190	246	148^
	207	97	CA	48	C	3.4	18	299	1357	54^	257	187	37^	186	97	55^	43^	71^	27^	817	431	387	295	523	283	240	314	209
MUPPET BABIES II					A	3.6	18	319	1274	50v	263	220	64^	168^	120^	73^	46v	93^	26v	723	380	343	352	371	216	155^	232	139^
SAT	9.00A	30	CBS	7	B	3.5	18	310	1333	53^	259	201	42^	169	110	62^	48^	85^	25v	795	408	387	331	464	240	224	270	194
	207	97	CA	48	C	4.4	19	387	1412	56^	256	193	39^	173	104	55^	49^	73	30^	880	457	422	343	537	283	254	322	215
MUPPET BABIES III					A	4.3	19	381	1336	51^	271	238	88^	207	128^	70^	58^	107^	21v	730	353	377	339	391	197	194	226	165^
SAT	9.30A	30	CBS	7	B	4.2	19	375	1390	57^	270	217	52^	168	114	63^	51^	83^	30^	838	410	428	363	474	234	241	279	195
	205	97	CA	48	C	4.9	19	434	1449	62	265	208	44^	175	113	61	52^	79	34^	895	465	430	366	530	277	253	318	212
MY PET MONSTER					A	2.9	15	257	1333	130^	302	250	72^	210^	114^	47v	66^	61v	52v	707	306	401	293	414	169^	245^	219^	195^
SAT	9.00A	30	ABC	7	B	2.9	15	258	1333	95^	274	213	73^	217	135	76^	59^	76^	58^	707	374	333	313	394	207	187	228	167
	206	98	CA	47	C	3.4	15	298	1417	73^	270	221	56^	190	155	77^	78^	106	49^	803	416	387	314	489	263	226	254	234
NEW ARCHIES					A	3.8	14	337	1434	161^	415	357	78^	158^	194	73^	120^	110^	83^	668	316	352	319	349	159^	189	181^	168^
SAT	11.30A	30	NBC	6	B	3.5	13	307	1481	163	374	305	98^	190	237	99^	138	134	104^	679	345	334	284	395	192	203	195	200
	185	93	CA	46	C	4.2	15	372	1496	170	372	307	95	203	265	111	154	156	109	657	312	345	285	372	179	193	182	190
PEE WEE'S PLAYHOUSE					A	5.0	20	443	1416	75^	331	278	61^	185	118^	50^	68^	91^	28v	782	340	442	412	370	158	213	226	145
SAT	10.00A	30	CBS	7	B	4.9	20	435	1439	76^	298	246	51^	190	100	41^	59^	68^	32^	851	391	460	394	457	207	250	280	177
	211	99	CL	48	C	5.8	21	511	1496	83	302	245	49^	211	118	49^	69	79	39^	865	427	437	391	473	227	246	290	183
POPEYE & SON					A	3.7	14	328	1460	91^	318	275	64^	199	141^	64^	77^	102^	39v	803	398	405	374	429	253	176^	220	209
SAT	11.00A	30	CBS	7	B	3.9	15	344	1496	102	343	266	66^	191	168	84^	84^	114	54^	794	416	377	332	461	246	215	259	202
	195	95	CA	45	C	3.9	14	344	1525	107	339	260	75	222	189	96	94	122	67^	775	424	350	338	437	242	196	232	206
REAL GHOSTBUSTERS I CONT'D					A	4.1	17	363	1454	141^	335	281	93^	218	167^	96^	70^	96^	71^	735	430	305	343	391	219	173^	234	158^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15–24	WOMEN TOTAL	WOMEN 18–49	MEN 15–24	MEN TOTAL	TEENS TOTAL 12–17	TEENS MALE 12–17	TEENS FEM. 12–17	TEENS TOT. 12–14	TEENS TOT. 15–17	CHILDREN TOTAL 2–11	CHILDREN MALE 2–11	CHILDREN FEM. 2–11	CHILDREN TOT. 2–5	CHILDREN TOT. 6–11	CHILDREN MALE 6–11	CHILDREN FEM. 6–11	CHILDREN TOT. 6–8	CHILDREN TOT. 9–11
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I-CONT'D																												
SAT	10.00A	30	ABC	7	B	4.2	17	373	1393	120	301	246	86^	224	190	109	81^	118	72^	677	401	276	296	381	233	148	213	168
	208	98	CA	27	C	4.3	16	385	1453	112	322	259	89	237	199	108	91	125	75	695	426	269	297	398	255	143	222	176
REAL GHOSTBUSTERS II					A	4.8	19	425	1461	147^	354	314	112^	271	150	96^	54^	115^	35v	685	429	256	315	370	214	156	205	166
SAT	10.30A	30	ABC	7	B	4.8	19	421	1457	125	301	247	101	260	204	116	88	127	77^	692	409	283	293	399	240	159	219	180
	208	98	CA	27	C	5.0	18	441	1486	123	324	264	108	260	221	121	100	134	87	681	413	267	287	394	250	144	216	178
SMURFS I					A	3.1	19	275	1315	61^	399	308	51v	252	86^	36v	50v	61^	25v	578	331	247	323	255	144^	111^	200^	55v
SAT	8.30A	30	NBC	6	B	3.1	20	272	1335	89^	396	319	75^	245	123^	54^	69^	69^	54^	571	308	263	241	330	178	152	185	145
	206	99	CA	48	C	4.1	22	365	1366	81	333	270	56^	209	151	74	77	100	51^	673	363	310	268	405	223	182	215	190
SMURFS II					A	3.8	19	337	1341	104^	407	302	37v	236	108^	43v	64^	83^	25v	589	329	260	346	244	136^	108^	168^	76^
SAT	9.00A	30	NBC	6	B	3.9	20	348	1347	126	406	333	76^	244	130	55^	75^	73^	57^	567	293	274	254	312	165	147	174	138
	206	99	CA	48	C	5.2	23	463	1384	107	357	293	65	224	160	73	87	104	56	643	342	301	270	373	205	168	201	172
SMURFS III					A	4.3	19	381	1324	123^	410	317	53^	233	120^	45^	75^	84^	36v	561	310	252	342	219	132^	87^	140^	79^
SAT	9.30A	30	NBC	6	B	4.7	21	412	1340	133	400	336	75^	217	141	60^	80^	83	57^	582	293	288	273	309	158	151	168	140
	205	99	CA	48	C	5.9	23	526	1420	124	367	308	73	223	181	81	100	115	66	648	332	316	271	377	198	179	201	177
TEEN WOLF					A	3.8	14	337	1661	115^	375	292	67^	283	204	101^	103^	136^	68^	799	424	375	336	463	266	196	286	176^

SAT	12.00N	30	CBS	7	B	3.7	14	327	1487	131	341	261	96^	231	229	115	114	142	87^	685	378	308	251	434	239	195	228	206
	171	86	CA	30	C	3.2	11	285	1541	146	371	282	101	254	237	119	118	140	97	679	362	318	277	403	223	180	199	203

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8-14,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																								
CBS SPORTS SATURDAY	A	3.9	11	346	1471	195	483	276	463	251	776	84^	245	463	762	448	507	379	438	389	254	63^	43v	149^
SAT 4.30P 90 CBS 5	B	3.4	11	305	1379	151	455	242	432	214	733	65^	201	400	712	379	446	335	402	391	266	64^	43^	128
210 99 SA 11	C	3.7	11	328	1428	170	513	276	485	245	683	79^	221	398	657	372	422	318	369	336	235	84^	47^	148
BOXING/AUSTRALIAN TRAVEL LOG																								
4.30 - 5.00	A	3.3	10	292	1557	247	584	356	535	303	707	81^	217^	425	697	415	481	344	410	374	216^	70^	41v	195^
5.00 - 5.30	A	4.3	13	381	1474	168	421	242	413	228	845	82^	256	501	828	485	540	419	474	429	289	56^	37v	152^
5.30 - 6.00	A	4.1	12	363	1399	183	467	248	458	232	759	87^	255	452	744	437	494	365	422	358	249	65^	52^	108^
CBS SPORTS SUNDAY	A	8.3	24	735	1409	171	424	263	416	240	771	88	310	512	747	488	545	424	481	353	202	81^	50^	133
SUN 1.00P 182 CBS 5	B	5.0	15	443	1426	189	477	278	462	251	728	91	287	475	699	446	501	384	439	337	198	91	58^	130
204 99 SA 10	C	4.8	14	426	1416	189	487	277	466	248	701	95	278	449	670	418	473	355	411	320	196	100	63^	127
NFL PRE SEASON GAME																								
1.00 - 1.30	A	6.7	21	594	1305	167	417	247	415	243	704	77^	287	475	680	451	488	399	436	317	191	66^	53^	118
1.30 - 2.00	A	8.4	26	744	1361	163	386	240	386	240	782	74^	286	506	764	487	533	432	478	379	231	71^	45^	122
2.00 - 2.30	A	8.9	26	789	1443	181	401	269	394	246	799	93	317	538	776	514	573	445	504	373	203	91	59^	152
2.30 - 3.00	A	8.1	23	718	1485	193	448	282	437	252	790	92	329	531	766	507	582	440	515	365	183	80^	47^	167
3.00 - 3.30	A	8.6	24	762	1438	176	451	277	441	233	786	96	311	520	764	498	558	425	485	367	206	84	51^	117
3.30 - 4.00	A	8.9	24	789	1440	152	451	268	436	233	777	96	332	508	745	477	540	413	475	322	205	90	45^	123
4.00 - 4.30	A	7.2	19	638	1487	167	487	307	472	275	768	108	346	550	729	510	578	442	509	343	150	99^	51^	133
NBC MAJOR LEAGUE PRE GAME	A	4.7	17	416	1356	155	423	214	387	182	661	86^	221	395	632	366	404	309	348	297	228	112^	75^	160
SAT 2.00P 16 NBC 7	B	4.3	16	383	1363	123	429	191	407	163	624	75^	227	350	595	321	353	275	306	227	242	122	76^	188
204 99 SC 19	C	3.9	15	350	1355	136	430	213	408	187	606	82	230	352	574	320	357	270	307	222	216	136	93	184
NBC MAJOR LEAGUE BASEBALL	A	7.1	22	629	1401	142	456	191	446	178	730	55^	214	398	712	380	427	344	391	313	285	78^	62^	137
SAT 2.16P 209 NBC 7	B	6.3	21	554	1368	120	434	161	423	160	728	59^	212	368	707	347	392	309	355	292	315	82	60^	124
203 98 SE 19	C	5.6	19	495	1366	124	441	176	428	168	721	61	212	358	699	336	385	297	346	290	314	92	66	113
DETROIT VS BOSTON RED SOX																								
NEW YORK YANKEES VS MINNESOTA																								
2.00 - 2.30	A	5.7	19	505	1383	137	429	180	398	148	695	82^	205	380	667	352	396	298	342	301	271	95^	77^	164
2.30 - 3.00	A	6.7	22	594	1418	134	434	178	412	159	716	75^	204	379	684	348	394	304	350	310	290	109	86^	160
3.00 - 3.30	A	7.2	24	638	1371	140	425	177	415	170	723	47^	192	381	707	365	414	334	383	335	294	95^	69^	128
3.30 - 4.00	A	7.6	24	673	1385	141	447	193	438	183	737	39^	206	395	730	389	434	357	402	327	296	60^	50^	141
4.00 - 4.30	A	7.5	23	665	1421	137	450	192	441	175	764	49^	232	421	746	403	454	372	422	326	292	64^	53^	143
4.30 - 5.00	A	7.5	23	665	1423	140	474	196	464	186	739	49^	220	398	720	379	430	349	400	311	290	70^	55^	140
5.00 - 5.30	A	6.8	20	602	1414	160	501	207	498	199	720	69^	225	412	700	392	440	342	391	287	260	78^	65^	115
5.30 - 6.00	A	5.4	16	478	1391	154	507	214	507	211	724	55^	233	431	709	416	452	376	411	288	257	54^	51^	105^
NBC SPORTS SPCL(S)	A	2.8	8	248	1490	211^	478	250^	447	236^	762	141^	298	475	728	440	508	334	402	396	219^	72^	45v	177^
SUN 2.30P 90 NBC																								
191 95 SE																								
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.8-14,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NBC SPORTS SPCL(S)-CONT'D																									
2.30 - 3.00		A	2.4	7	213	1470	229^	503	266^	460	242^	702	105^	260^	432	671	401	466	327	392	371	205^	80^	48v	185^
3.00 - 3.30		A	2.9	8	257	1450	197^	451	237^	426	222^	754	159^	314	481	712	438	502	322	385	377	210^	78^	41v	166^
3.30 - 4.00		A	3.2	9	284	1494	202^	468	241	442	238	791	148^	302	488	761	458	530	340	412	419	231	60^	45v	175^
PGA CHAMPIONSHIP-SAT(S)		A	3.1	10	275	1290	128^	436	137^	430	144^	724	48v	183^	340	709	326	344	292	310	315	365	70^	54v	61^
SAT 2.00P 240 ABC																									
212 99 SE																									
2.00 - 2.30		A	2.7	9	239	1353	137^	427	162^	415	139^	714	106^	269	407	685	377	399	301	323	250^	286	102^	49v	108^
2.30 - 3.00		A	2.8	9	248	1327	120^	423	153^	403	137^	736	87^	247^	393	721	378	386	306	315	266	335	93^	57v	74^
3.00 - 3.30		A	2.8	9	248	1323	107^	430	158^	410	140^	720	41v	203^	337	708	325	336	296	308	282	372	80^	62v	92^
3.30 - 4.00		A	3.0	9	266	1277	119^	417	127^	417	123^	746	40v	183^	316	733	304	324	276	297	310	409	68^	55v	46v
4.00 - 4.30		A	3.0	9	266	1297	135^	455	129^	454	150^	748	41v	192^	317	742	311	334	276	300	340	408	59v	53v	35v
4.30 - 5.00		A	3.1	9	275	1294	135^	453	137^	453	164^	725	32v	180^	335	715	325	345	302	323	312	370	51v	49v	66^
5.00 - 5.30		A	3.5	10	310	1259	142^	440	132^	440	159^	722	31v	129^	341	705	325	341	311	327	367	364	61^	58^	36v
5.30 - 6.00		A	3.6	10	319	1330	134^	475	122^	475	146^	746	30v	120^	323	730	307	331	292	316	388	399	60^	55^	49v
PGA CHAMPIONSHIP-SUN(S)		A	4.4	12	390	1397	159^	506	154^	501	170	789	46^	176	357	770	338	366	312	340	382	404	41v	23v	62^
SUN 2.00P 240 ABC																									
212 99 SE																									
2.00 - 2.30		A	2.9	8	257	1407	177^	522	152^	515	162^	724	35v	171^	322	712	310	338	287	314	310	374	33v	7v	129^
2.30 - 3.00		A	3.6	10	319	1399	157^	469	140^	463	155^	816	55^	196^	367	796	347	360	311	325	344	436	48v	25v	66^
3.00 - 3.30		A	3.9	11	346	1392	185	487	154^	485	177^	811	50^	175^	373	787	348	373	323	348	387	414	55^	34v	39v
3.30 - 4.00		A	4.1	11	363	1362	166^	485	147^	485	172^	773	53^	163^	358	749	333	362	305	334	372	387	57^	29v	46^
4.00 - 4.30		A	4.9	13	434	1400	151	497	156	492	169	794	39^	161	355	781	341	364	316	339	401	417	48^	26v	60^
4.30 - 5.00		A	5.3	15	470	1423	151	509	156	500	172	836	39^	166	362	820	345	378	323	355	438	442	33v	20v	46^
5.00 - 5.30		A	5.9	16	523	1407	148	506	156	501	167	802	45^	178	373	776	347	384	328	365	414	393	32^	23v	66^
5.30 - 6.00		A	4.5	12	399	1409	155^	575	167	572	186	745	52^	202	343	726	324	357	291	324	339	370	24v	19v	64^
SPORTSWORLD		A	3.9	11	346	1479	179^	487	264	471	245	758	147^	384	566	714	521	558	419	456	277	155^	114^	85^	119^
SUN 4.00P 129 NBC	6	B	4.1	12	362	1449	209	513	298	486	270	706	101	312	479	675	448	508	378	438	314	167	109	79^	121
196 98 SA	20	C	3.5	10	314	1436	198	496	277	472	254	701	88	272	457	672	428	489	369	430	331	183	115	72^	124
4.00 - 4.30		A	4.0	11	354	1488	172^	488	251	468	232	796	126^	392	581	755	540	569	455	483	313	187	101^	62^	104^
4.30 - 5.00		A	3.8	10	337	1526	189	517	292	498	264	800	163^	435	630	744	574	608	468	502	280	136^	101^	67^	108^
5.00 - 5.30		A	3.5	10	310	1535	175^	491	299	479	266	763	178^	422	612	714	563	602	434	473	270	111^	127^	102^	153^
5.30 - 6.00		A	3.8	10	337	1471	200	492	255	474	248	722	142^	339	502	680	460	507	360	407	257	173^	129^	110^	128^
6.00 - 6.30		A	4.7	12	416	1479	162	477	215	462	217	767	127^	321	505	735	474	524	379	429	292	212	137^	107^	99^

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PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																								
BUSINESS WORLD	A	1.0	4	89	1361	175v	562^	125v	227^	561^	179v	229^	296^	285^	674^	240^	447^	630^	404^	402^	434^	365^	194^	75v
SUN 12.30P 30 ABC 7	B	1.3	5	111	1298	194^	610	122^	231^	589	192^	246^	281^	325	590	182^	287^	572	270^	236^	302	266^	236^	55v
113 70 N 40	C	1.2	4	107	1304	188^	593	124^	248	584	219^	256	275	308	606	161^	297	593	284	257	325	296	242	33v
FACE THE NATION	A	2.4	9	213	1251	141^	555	88^	157^	553	154^	178^	230^	374	552	137^	257^	552	257^	240^	289^	269^	246^	22v
SUN 10.30A 30 CBS 7	B	2.4	10	214	1307	197	632	120^	223	624	188	237	291	360	569	151^	248	560	239	219	262	248	277	36v
152 86 CC 47	C	2.4	8	211	1310	209	653	104^	220	644	191	233	292	390	573	133	256	563	246	222	264	246	274	26v
HEALTH SHOW	A	1.2	4	106	1290	185^	655	208^	344^	644	293^	367^	236^	237^	316^	164^	241^	315^	240^	174^	197^	146v	52v	41v
SAT 12.30P 30 ABC 6	B	1.7	6	146	1403	172^	569	204^	323	548	249	294	211^	202^	406	161^	264	396	254	207^	241	187^	109^	124^
143 63 N 35	C	1.8	6	155	1376	212	589	206	333	565	255	314	259	197	397	165	264	380	246	211	241	174	103^	124^
MEET THE PRESS	A	2.3	10	204	1304	215^	584	128^	221^	578	181^	212^	234^	332	555	143^	228^	553	225^	182^	203^	226^	307^	43v
SUN 9.30A 60 NBC 6	B	2.3	10	206	1312	214	629	141^	261	612	219	251	262	336	553	135^	246	538	232	211	249	260	268	46^
167 95 CC 45	C	2.2	8	191	1321	195	646	134	233	635	198	242	255	369	548	146	254	533	239	216	267	248	243	42^
9.30 - 10.00	A	2.0	9	177	1389	234^	604	162^	255^	590	205^	228^	214^	325^	579	145^	237^	572	230^	189^	222^	262^	309^	48v
10.00 - 10.30	A	2.5	10	222	1289	208^	592	106^	204^	592	169^	207^	258^	350	559	147^	231^	559	231^	185^	195^	207^	317	42v
SUNDAY MORNING	A	3.7	17	328	1278	215	651	101^	245	649	231	300	342	338	520	124^	249	518	247	227	273	295	225	31v
SUN 9.00A 90 CBS 7	B	3.6	17	320	1313	243	691	119	270	686	238	299	339	361	541	127	248	536	244	227	280	281	239	19v
184 96 N 47	C	3.9	16	342	1320	227	672	110	247	666	222	275	322	371	562	120	262	556	256	235	285	291	251	19^
9.00 - 9.30	A	3.1	17	275	1265	230^	682	110^	242	682	228^	310	340	359	477	119^	202^	477	202^	170^	208^	257	236	37v
9.30 - 10.00	A	3.9	18	346	1273	234	686	88^	262	682	253	329	395	348	519	116^	233	519	233	215	264	293	237	22v
10.00 - 10.30	A	4.1	17	363	1292	185	595	107^	231	591	213	265	292	311	553	136^	300	548	295	281	330	325	204	34v
SUNDAY TODAY	A	1.7	11	151	1187	206^	505	101v	261^	494	244^	258^	287^	230^	566	137^	317^	566	316^	290^	336^	361^	204^	10v
SUN 8.00A 90 NBC 7	B	1.8	12	156	1204	234	624	128^	313	609	287	314	333	284	488	112^	264	477	254	240	265	278	199^	26v
128 89 N 47	C	1.8	10	163	1242	208	589	140^	260	576	226	270	273	285	527	160	292	519	283	247	295	266	188	36v
8.00 - 8.30	A	1.5	13	133	1105	180^	483	69v	197^	483	197^	228^	261^	254^	504	91v	255^	504	255^	251^	282^	342^	219^	25v
8.30 - 9.00	A	1.8	12	159	1264	200^	525	105^	278^	513	262^	275^	297^	233^	640	133^	364^	640	364^	337^	405	453	208^	8v
9.00 - 9.30	A	1.9	10	168	1117	220^	477	117^	281^	457	251^	251^	282^	196^	516	171^	304^	515	302^	260^	295^	271^	178^	<<
THIS WEEK-DAVID BRINKLEY	A	3.5	12	310	1273	162^	686	78^	163^	677	138^	192^	273	470	538	103^	196^	536	194^	179^	222	182^	300	8v
SUN 11.30A 60 ABC 7	B	3.2	11	280	1317	138	637	82^	167	619	138	179	219	429	601	127	232	595	226	204	243	234	330	32^
194 98 N 40	C	3.2	10	281	1336	150	665	80^	177	652	151	185	257	453	582	119	248	572	237	216	261	242	289	35^
11.30 - 12.00	A	3.2	11	284	1272	167^	691	77^	169^	680	156^	220^	288	458	525	100^	199^	525	199^	184^	221^	185^	289	5v
12.00 - 12.30	A	3.8	12	337	1274	158^	683	79^	158^	674	123^	168^	260	480	549	104^	192	546	189	175^	222	180^	309	11v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. AUG.8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	49.1	50.3	50.1	51.1	51.4	52.8	54.4	55.9	56.3	57.6	58.6	58.2	56.0	55.8	55.0	53.5		
ABC TV					←ABC MONDAY NIGHT MOVIE→ HOLLYWOOD WIVES, PT.2 (R)(PAE)													
AVERAGE AUDIENCE (Hhlds (000) & %)					9,830 11.1	8.8 *		9.9 *		10.8 *		11.5 *		12.4 *		13.1 *		
SHARE AUDIENCE %					20	17 *		18 *		19 *		20 *		22 *		24 *		
AVG. AUD. BY 1/4 HR %					8.8	8.9	9.7	10.1	10.6	11.0	11.5	11.5	12.2	12.6	13.0	13.2		
CBS TV					NEWHART (R)		CAVANAUGHS		← MEMORIES THEN & NOW (PAE) →				←MAGNUM, P.I. (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					7,710 8.7		6,650 7.5		8,510 9.6	9.3 *		9.9 *	7,890 8.9	8.6 *		9.2 *		
SHARE AUDIENCE %					17		14		17	16 *		17 *	16	15 *		17 *		
AVG. AUD. BY 1/4 HR %					8.4	8.9	7.7	7.3	9.1	9.6	9.9	9.8	8.4	8.8	9.1	9.2		
NBC TV					←ALF (R)→				←NBC MONDAY NIGHT MOVIES→ BLOOD VOWS:THE STORY OF A MAFIA WIFE (R)									
AVERAGE AUDIENCE (Hhlds (000) & %)					12,940 14.6	13.5 *		15.6 *	13,470 15.2	14.4 *		14.8 *		15.8 *		15.8 *		
SHARE AUDIENCE %					27	26 *		28 *	27	25 *		25 *		28 *		29 *		
AVG. AUD. BY 1/4 HR %					12.7	14.3	15.4	15.9	14.1	14.7	14.9	14.6	15.7	15.9	15.9	15.7		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	14.6		13.6		13.1		13.5		13.9		13.2		12.1		10.3			
SHARE AUDIENCE %	29		27		25		25		24		23		22		19			
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.4		3.7		4.0		4.5		4.7		4.4		3.7		2.9			
SHARE AUDIENCE %	7		7		8		8		8		8		7		5			
PBS																		
AVERAGE AUDIENCE	1.6		2.2		2.5		2.9		2.3		2.4		1.6		1.5			
SHARE AUDIENCE %	3		4		5		5		4		4		3		3			
CABLE ORIG.																		
AVERAGE AUDIENCE	4.9		5.9		5.8		6.3		7.2		8.0		7.3		6.2			
SHARE AUDIENCE %	10		12		11		11		13		14		13		11			
PAY SERVICES																		
AVERAGE AUDIENCE	2.0		2.4		2.8		3.1		3.6		3.6		2.8		3.0			
SHARE AUDIENCE %	4		5		5		6		6		6		5		6			

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.7	47.6	47.3	48.8	48.2	50.0	51.6	53.9	54.9	56.4	57.3	57.9	57.4	57.1	54.9	52.5
ABC TV					WHO'S THE BOSS? (R)		FULL HOUSE-TUE. (R)		←MOONLIGHTING (R)(PAE)→				←THIRTYSOMETHING (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					12,850		13,560		9,040				8,330			
					14.5		15.3		10.2	10.6 *		9.8 *	9.4	9.4 *		9.4 *
SHARE AUDIENCE %					29		29		18	19 *		17 *	17	16 *		18 *
AVG. AUD. BY 1/4 HR %					13.3	15.7	14.8	15.9	11.2	10.1	9.9	9.8	9.4	9.4	9.5	9.3
CBS TV					←CBS SUMMER PLAYHOUSE WHATTLEY BY THE BAY SNIFF→				←CIRCUS OF THE STARS (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					5,490				13,380							
					6.2	6.2 *		6.1 *	15.1	11.8 *		14.7 *		16.8 *		17.2 *
SHARE AUDIENCE %					12	13 *		12 *	27	21 *		26 *		29 *		32 *
AVG. AUD. BY 1/4 HR %					6.4	6.0	5.9	6.3	10.6	13.1	14.3	15.1	16.7	17.0	17.3	17.1
NBC TV					←MAJOR LEAGUE BASEBALL-TUE NEW YORK METS VS CHICAGO CUBS LOS ANGLES VS CINCINNATI (8:00-11:14)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)					8,680											
					9.8	8.2 *		9.0 *		9.9 *		10.0 *		10.8 *		10.6 *
SHARE AUDIENCE %					19	17 *		18 *		18 *		18 *		19 *		20 *
AVG. AUD. BY 1/4 HR %					8.2	8.1	8.7	9.3	10.0	9.9	10.0	10.1	10.7	11.0	10.6	10.7

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.2	12.2	11.3	11.8	12.6	13.4	11.8	9.8
SHARE AUDIENCE %	28	25	23	22	23	23	21	18
SUPERSTATIONS AVERAGE AUDIENCE	3.1	2.8	3.1	3.4	3.8	4.3	2.7	2.0
SHARE AUDIENCE %	7	6	6	6	7	7	5	4
PBS AVERAGE AUDIENCE	1.3	2.3	2.8	3.1	2.9	2.6	1.8	1.8
SHARE AUDIENCE %	3	5	6	6	5	5	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.9	5.2	5.6	6.4	6.8	6.2	6.7	5.9
SHARE AUDIENCE %	10	11	11	12	12	11	12	11
PAY SERVICES AVERAGE AUDIENCE	2.3	2.6	2.7	3.4	4.6	4.9	4.9	3.8
SHARE AUDIENCE %	5	5	5	6	8	9	9	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. AUG.10, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.3	49.1	48.1	48.6	48.0	49.0	50.2	51.9	52.7	53.7	53.7	54.0	53.5	53.3	51.9	50.1
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		←SPENSER: FOR HIRE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					11,340		12,320		9,300		7,270		8,240			
					12.8		13.9		10.5		8.2		9.3	9.1 *		9.5 *
SHARE AUDIENCE %					26		27		20		15		18	17 *		19 *
AVG. AUD. BY 1/4 HR %					12.2	13.5	13.5	14.3	10.9	10.0	8.1	8.2	9.1	9.1	9.5	9.4
CBS TV					←JAKE AND THE FATMAN (R)→				←WISEGUY (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					9,210				11,080							
					10.4	9.9 *		10.8 *	12.5	10.8 *		11.9 *		13.7 *		13.6 *
SHARE AUDIENCE %					21	20 *		21 *	24	20 *		22 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					9.7	10.1	10.6	11.0	10.5	11.0	11.6	12.1	13.8	13.6	14.0	13.3
NBC TV					←J.J. STARBUCK (R)→				←FUNNY PEOPLE→				←ST. ELSEWHERE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					5,320				8,330				6,560			
					6.0	5.9 *		6.0 *	9.4	8.7 *		10.1 *	7.4	7.5 *		7.3 *
SHARE AUDIENCE %					12	12 *		12 *	18	16 *		19 *	14	14 *		14 *
AVG. AUD. BY 1/4 HR %					5.9	6.0	6.1	5.9	8.2	9.2	10.0	10.3	7.6	7.5	7.2	7.4
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.2		11.6		10.8		10.6		11.8		12.5		12.4		10.9	
SHARE AUDIENCE %	29		24		22		21		22		23		23		21	
SUPERSTATIONS AVERAGE AUDIENCE	3.9		2.8		2.5		2.5		2.9		3.1		2.9		2.7	
SHARE AUDIENCE %	8		6		5		5		5		6		5		5	
PBS AVERAGE AUDIENCE	1.5		2.1		2.0		2.2		2.5		3.0		2.1		2.0	
SHARE AUDIENCE %	3		4		4		4		5		6		4		4	
CABLE ORIG. AVERAGE AUDIENCE	5.2		5.6		5.9		6.5		7.3		7.2		7.0		5.8	
SHARE AUDIENCE %	11		12		12		13		14		13		13		11	
PAY SERVICES AVERAGE AUDIENCE	2.5		2.9		3.0		3.1		4.0		4.1		4.5		4.5	
SHARE AUDIENCE %	5		6		6		6		8		8		8		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.11, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.5	48.5	48.3	49.5	49.4	51.2	51.5	53.2	53.6	54.7	55.1	55.5	52.7	52.9	51.6	50.3
ABC TV					←ABC THURSDAY NIGHT MOVIE KRAMER VS. KRAMER (R)(PAE)→								←HOTHOUSE→			
AVERAGE AUDIENCE (Hhlds (000) & %)					6,820 7.7	6.9 *		7.4 *		7.9 *		8.6 *	5,670 6.4	6.4 *		6.3 *
SHARE AUDIENCE %					15	14 *		14 *		15 *		16 *	12	12 *		12 *
AVG. AUD. BY 1/4 HR %					6.9	6.8	7.3	7.4	7.8	8.0	8.6	8.6	6.5	6.3	6.2	6.5
CBS TV					←48 HOURS ILLEGAL DRUGS (R)→				←SIMON & SIMON (R)(PAE)→				←CAGNEY & LACEY (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,800 8.8	8.3 *		9.3 *	7,270 8.2	7.8 *		8.7 *	7,000 7.9	7.7 *		8.2 *
SHARE AUDIENCE %					17	16 *		18 *	15	14 *		16 *	15	15 *		16 *
AVG. AUD. BY 1/4 HR %					8.3	8.3	9.0	9.5	7.6	8.0	8.5	8.8	7.4	8.0	8.1	8.2
NBC TV					BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		←L.A. LAW (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					15,510 17.5		15,420 17.4		16,040 18.1		15,240 17.2		13,640 15.4	15.1 *		15.8 *
SHARE AUDIENCE %					35		33		34		31		30	29 *		31 *
AVG. AUD. BY 1/4 HR %					16.4	18.5	17.2	17.7	17.6	18.5	17.1	17.3	15.1	15.1	15.8	15.8
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.7		11.9		11.0		11.0		11.6		11.6		12.7		10.9	
SHARE AUDIENCE %	29		24		22		21		21		21		24		21	
SUPERSTATIONS AVERAGE AUDIENCE	3.5		2.8		2.3		3.1		3.7		3.5		3.5		2.6	
SHARE AUDIENCE %	7		6		5		6		7		6		7		5	
PBS AVERAGE AUDIENCE	1.3		2.0		2.4		2.2		2.5		2.5		2.5		1.8	
SHARE AUDIENCE %	3		4		5		4		5		5		5		4	
CABLE ORIG. AVERAGE AUDIENCE	4.9		4.8		5.0		5.9		6.6		6.8		7.2		6.3	
SHARE AUDIENCE %	10		10		10		11		12		12		14		12	
PAY SERVICES AVERAGE AUDIENCE	2.1		2.6		2.6		2.7		3.1		3.6		4.1		4.0	
SHARE AUDIENCE %	4		5		5		5		6		7		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.9	43.8	43.0	43.8	43.8	44.9	46.0	46.9	47.9	49.3	49.9	51.1	51.4	51.2	50.4	49.3
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		I MARRIED DORA (R)(PAE)		<——20/20——>			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,090		8,770		9,130		8,330		10,540			
					8.0		9.9		10.3		9.4		11.9	11.9 *		11.8 *
SHARE AUDIENCE %					18		21		21		19		24	23 *		24 *
AVG. AUD. BY 1/4 HR %					7.7	8.3	9.6	10.1	10.0	10.7	9.1	9.7	11.8	12.0	12.0	11.6
CBS TV					HOW BUGS BUNNY WON-WEST (R)		<——CBS FRIDAY MOVIE—— ANY WHICH WAY YOU CAN (R)(PAE)——>									
AVERAGE AUDIENCE (Hhlds (000) & %)					6,650		8,590									
					7.5		9.7	6.9 *		8.8 *		10.6 *		11.1 *		11.0 *
SHARE AUDIENCE %					17		20	15 *		18 *		21 *		22 *		22 *
AVG. AUD. BY 1/4 HR %					7.4	7.7	6.8	7.0	8.5	9.1	10.4	10.8	11.0	11.2	11.7	10.2
NBC TV					<BEST OF TV BLOOPERS-JOKES> (R)				<——BLACKE'S MAGIC (R)——>				<——MIAMI VICE (R)——>			
AVERAGE AUDIENCE (Hhlds (000) & %)					6,650				6,290				7,270			
					7.5	7.4 *		7.7 *	7.1	6.8 *		7.4 *	8.2	7.8 *		8.6 *
SHARE AUDIENCE %					17	17 *		17 *	14	14 *		15 *	16	15 *		17 *
AVG. AUD. BY 1/4 HR %					7.2	7.6	7.6	7.8	6.7	6.9	7.5	7.4	7.7	8.0	8.2	9.0

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.0	11.6	11.3	11.5	11.6	11.7	9.9	8.5
SHARE AUDIENCE %	27	27	25	25	24	23	19	17
SUPERSTATIONS AVERAGE AUDIENCE	2.2	2.4	2.8	3.0	2.9	3.0	2.4	1.8
SHARE AUDIENCE %	5	6	6	6	6	6	5	4
PBS AVERAGE AUDIENCE	1.5	1.9	2.2	2.1	1.8	2.0	1.5	1.3
SHARE AUDIENCE %	3	4	5	5	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.0	5.0	5.4	5.6	5.8	5.7	5.9	6.0
SHARE AUDIENCE %	11	12	12	12	12	11	12	12
PAY SERVICES AVERAGE AUDIENCE	2.2	2.8	3.2	3.4	4.3	4.7	5.0	4.5
SHARE AUDIENCE %	5	6	7	7	9	9	10	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.13, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	38.6	40.0	40.3	40.8	43.3	44.9	45.6	46.3	47.6	49.0	49.3	49.8	49.1	48.5	48.1	47.4	45.2	42.8
ABC TV					← ABC NFL PRE-SEASON FTBL WASHINGTON VS MIAMI (8:00-11:05) →													
AVERAGE AUDIENCE (Hhlds (000) & %)					6,470 7.3	6.9 *		7.3 *		7.0 *		6.6 *		8.0 *		8.4 *		
SHARE AUDIENCE %					16	16 *		17 *		15 *		14 *		17 *		18 *		
AVG. AUD. BY 1/4 HR %					6.7	7.1	7.3	7.3	7.1	6.9	6.4	6.7	8.0	7.9	8.3	8.4	7.5	
CBS TV					KATE & ALLIE (R)		FRANK'S PLACE (R)		← TOUR OF DUTY (R)(PAE) →				← PRE-REPUBLICAN CONVENTION →					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,400 6.1		5,320 6.0		6,730 7.6	7.0 *		8.2 *	3,990 4.5	4.5 *		4.4 *		
SHARE AUDIENCE %					14		13		16	14 *		17 *	9	9 *		9 *		
AVG. AUD. BY 1/4 HR %					5.8	6.4	6.1	6.0	6.8	7.3	8.1	8.3	4.7	4.3	4.1	4.8		
NBC TV					FACTS OF LIFE (R)		CHEECH SHOW		GOLDEN GIRLS (R)		AMEN (R)		← HUNTER (R) →					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,420 9.5		8,680 9.8		12,670 14.3		11,610 13.1		13,290 15.0	14.8 *		15.3 *		
SHARE AUDIENCE %					22		21		30		26		31	30 *		32 *		
AVG. AUD. BY 1/4 HR %					8.7	10.4	9.6	10.0	13.7	14.9	12.8	13.4	14.6	14.9	15.2	15.4		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	10.2	10.6	10.1	10.5	9.6	10.0	9.6	9.3	9.0
SHARE AUDIENCE %	26	26	23	23	20	20	20	19	20
SUPERSTATIONS									
AVERAGE AUDIENCE	2.6	2.9	2.4	2.5	2.3	2.1	1.8	1.9	1.9
SHARE AUDIENCE %	7	7	5	5	5	4	4	4	4
PBS									
AVERAGE AUDIENCE	2.0	2.4	3.0	3.3	2.6	2.8	2.6	2.4	1.8
SHARE AUDIENCE %	5	6	7	7	5	6	5	5	4
CABLE ORIG.									
AVERAGE AUDIENCE	6.0	5.9	4.8	5.1	4.6	4.9	5.2	4.7	4.0
SHARE AUDIENCE %	15	15	11	11	10	10	11	10	9
PAY SERVICES									
AVERAGE AUDIENCE	3.3	3.2	3.8	4.1	5.2	5.8	6.2	5.5	4.6
SHARE AUDIENCE %	8	8	9	9	11	12	13	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES EVE.SAT. AUG.13, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		39.3	36.3	32.8	30.3	27.4	25.2	22.4	20.2	17.6	16.2	14.2	12.6	11.0	10.1
ABC TV			(1)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,510													
		1.7													
SHARE AUDIENCE	%	5													
AVG. AUD. BY 1/4 HR	%	1.7	1.6												
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		←SATURDAY NIGHT→ (11:30-12:49)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,290													
		7.1	8.3 *		6.7 *										
SHARE AUDIENCE	%	22	22 *		21 *										
AVG. AUD. BY 1/4 HR	%	8.7	7.9	6.8	6.6	6.1									
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.4		7.0		6.1		4.6		4.3		3.7		2.9	
SHARE AUDIENCE %		22		22		23		22		25		28		27	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.6		1.6		1.5		1.2		1.1		1.1		0.7 ^	
SHARE AUDIENCE %		4		5		6		6		7		8		7 ^	
PBS															
AVERAGE AUDIENCE		1.6		1.1		0.7 ^		0.5 ^		0.4 ^		0.3 ^		0.3 ^	
SHARE AUDIENCE %		4		3		3 ^		2 ^		2 ^		2 ^		3 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.4		3.5		2.9		2.3		2.0		1.8		1.5	
SHARE AUDIENCE %		12		11		11		11		12		13		14	
PAY SERVICES															
AVERAGE AUDIENCE		5.6		5.1		4.2		3.9		3.0		2.4		2.1	
SHARE AUDIENCE %		15		16		16		18		18		18		20	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:37-11:52)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.14, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		45.5	46.4	47.8	48.7	49.8	51.3	52.8	54.5	54.9	55.7	56.5	57.3	56.6	56.5	55.8	54.1	47.4	42.4
ABC TV		←DISNEY SUNDAY MOVIE→ TIGER TOWN (R)				←MACGYVER→ (R)				←ABC SUNDAY NIGHT MOVIE→ A BUNNY'S TALE (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		4,610				5,850				9,040									
		5.2	5.1 *		5.2	* 6.6	5.8 *		7.5	* 10.2	9.1 *		10.3 *		10.7 *		10.7 *		
SHARE AUDIENCE	%	11	11 *		11	* 13	11 *		14	* 18	16 *		18 *		19 *		20 *		
AVG. AUD. BY 1/4 HR	%	5.3	5.0	5.0	5.4	5.5	6.1	7.0	7.9	9.0	9.3	9.9	10.6	10.7	10.7	10.8	10.7		
CBS TV		←60 MINUTES→				←MURDER, SHE WROTE→ (R)				←CBS SUNDAY MOVIE→ NEWS AT ELEVEN (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		14,710				14,620				12,140									
		16.6	15.9 *		17.2	* 16.5	15.9 *		17.1	* 13.7	13.2 *		13.5 *		13.8 *		14.2 *		
SHARE AUDIENCE	%	35	35 *		36	* 32	31 *		32	* 25	24 *		24 *		24 *		26 *		
AVG. AUD. BY 1/4 HR	%	15.2	16.7	17.3	17.1	15.8	16.0	17.1	17.1	13.1	13.3	13.6	13.5	13.5	14.1	14.3	14.2		
NBC TV		←RAGS TO RICHES→ (R)				FAMILY TIES (R)		MY TWO DADS		←NBC SUNDAY NIGHT MOVIE→ PERRY MASON: THE CASE OF THE SHOOTING STAR (R)									
AVERAGE AUDIENCE (Hhlds (000) & %)		5,320				7,090		7,440		12,940									
		6.0	5.4 *		6.5	* 8.0		8.4		14.6	13.5 *		14.3 *		15.2 *		15.3 *		
SHARE AUDIENCE	%	13	12 *		13	* 16		16		26	24 *		25 *		27 *		28 *		
AVG. AUD. BY 1/4 HR	%	5.1	5.7	6.3	6.7	7.5	8.4	7.8	8.9	13.4	13.6	14.0	14.6	15.3	15.1	15.7	14.9		

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.5		12.2		12.9		12.5		11.1		9.9		8.2		6.7		6.4	
SHARE AUDIENCE %	27		25		25		23		20		17		15		12		14	
SUPERSTATIONS AVERAGE AUDIENCE	3.1		2.2		2.2		2.2		2.2		1.9		1.7		1.4		2.0	
SHARE AUDIENCE %	7		5		4		4		4		3		3		3		4	
PBS AVERAGE AUDIENCE	1.8		2.0		2.1		2.2		1.8		1.9		1.6		1.3		1.2	
SHARE AUDIENCE %	4		4		4		4		3		3		3		2		3	
CABLE ORIG. AVERAGE AUDIENCE	5.4		5.0		5.2		5.1		5.8		6.4		6.7		6.0		5.2	
SHARE AUDIENCE %	12		10		10		10		10		11		12		11		12	
PAY SERVICES AVERAGE AUDIENCE	3.0		3.4		3.7		3.6		4.1		4.3		4.0		3.9		3.6	
SHARE AUDIENCE %	7		7		7		7		7		8		7		7		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.14, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		35.4	31.5	26.7	24.2	21.1	19.0	16.6	15.0	12.8	11.5	10.2	9.0	8.2	7.6
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680 1.9													
SHARE AUDIENCE	%	9													
AVG. AUD. BY 1/4 HR	%	1.9													
CBS TV		CBS SUNDAY NEWS													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,660 3.0													
SHARE AUDIENCE	%	7													
AVG. AUD. BY 1/4 HR	%	3.0													
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,220 2.5													
SHARE AUDIENCE	%	8													
AVG. AUD. BY 1/4 HR	%	2.5													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		6.2		4.9		4.2		3.4		2.4		1.7		1.5	
SHARE AUDIENCE %		19		19		21		22		20		18		19	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.7		1.1		1.1		0.9		0.7 ^		0.7 ^		0.6 ^	
SHARE AUDIENCE %		5		4		6		6		6 ^		7 ^		8 ^	
PBS															
AVERAGE AUDIENCE		1.3		1.0		0.7 ^		0.4 ^		0.3 ^		0.2 ^		0.2 ^	
SHARE AUDIENCE %		4		4		4 ^		3 ^		2 ^		2 ^		3 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.5		3.0		2.4		1.9		1.4		1.4		1.2	
SHARE AUDIENCE %		13		12		12		12		12		15		15	
PAY SERVICES															
AVERAGE AUDIENCE		3.6		3.3		2.7		2.5		2.2		1.8		1.5	
SHARE AUDIENCE %		11		13		14		16		18		19		19	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)

(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.8-12,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	8.5	9.8	11.6	13.5	14.6	15.6	16.8	18.2	19.7	20.5	21.4	22.5	23.6	24.2	24.5	23.0	23.6
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,200 1.4		1,680 1.9			2,850 3.2				2,890 3.3							
SHARE AUDIENCE %		16		16			20				16							
AVG. AUD. BY 1/4 HR %		1.4		1.9			3.2	3.2			3.2	3.3						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			710 0.8				1,740 2.0				1,930 2.2						2,840 3.2	
SHARE AUDIENCE %			9				12				10						14	
AVG. AUD. BY 1/4 HR %			0.7	0.9			2.0	1.9			2.1	2.2					3.0	3.5
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,510 1.7						3,190 3.6				3,600 4.1						2,840 3.2	
SHARE AUDIENCE %	19						22				19						14	
AVG. AUD. BY 1/4 HR %	1.6	1.9					3.5	3.7			4.2	3.9					3.1	3.3
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.3		2.2		3.6		4.7		5.9		6.6		6.2		6.2		5.9	
SHARE AUDIENCE %	17		20		25		29		31		31		27		25		25	
SUPERSTATIONS AVERAGE AUDIENCE	0.5		0.7		1.2		1.5		1.7		2.0		2.0		2.2		1.7	
SHARE AUDIENCE %	6		7		9		9		9		9		9		9		7	
PBS AVERAGE AUDIENCE	<<		0.1 ^		0.3 ^		0.5		0.8		1.2		1.4		1.7		1.5	
SHARE AUDIENCE %	<<		1 ^		2 ^		3		4		6		6		7		6	
CABLE ORIG. AVERAGE AUDIENCE	1.4		1.5		1.5		1.8		2.1		2.7		2.9		3.0		2.9	
SHARE AUDIENCE %	17		14		11		11		11		13		12		12		13	
PAY SERVICES AVERAGE AUDIENCE	0.7		0.7		0.8		0.9		1.0		1.1		1.3		1.3		1.3	
SHARE AUDIENCE %	9		6		5		5		5		5		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.8-12,1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.9	24.3	24.3	24.9	25.1	26.2	27.4	28.5	28.9	30.0	31.0	31.9	31.7	31.8	30.6	31.0	30.7	31.0
ABC TV			GROWING PAINS M-F		HOME		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,380		2,220		2,000		2,920		5,970				6,180			
			3.8		2.5		2.3		3.3		6.7	6.4 *		7.2 *	7.0	7.0 *		7.1 *
SHARE AUDIENCE %			16		10		8		11		21	20 *		23 *	23	23 *		23 *
AVG. AUD. BY 1/4 HR %			3.6	4.0	2.6	2.4	2.3	2.3	3.2	3.4	6.1	6.6	7.1	7.2	6.9	7.0	7.1	7.1
CBS TV	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,960		4,750		6,340				7,250				4,890		5,880			
	3.3		5.4		7.2				8.2	8.0 *		8.3 *	5.5		6.6	6.6 *		6.7 *
SHARE AUDIENCE %	14		22		28				28	28 *		28 *	17		22	21 *		22 *
AVG. AUD. BY 1/4 HR %	3.2	3.4	5.1	5.7	6.8	7.4			7.8	8.3	8.4	8.3	5.5	5.6	6.5	6.7	6.7	6.7
NBC TV	CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES (PAE)→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,560		4,000		3,930		3,240		4,150		7,050				4,710			
	4.0		4.5		4.4		3.7		4.7		8.0	7.6 *		8.3 *	5.3	5.4 *		5.2 *
SHARE AUDIENCE %	17		18		17		13		16		25	24 *		26 *	17	17 *		17 *
AVG. AUD. BY 1/4 HR %	3.9	4.1	4.5	4.6	4.2	4.7	3.6	3.8	4.5	4.9	7.4	7.8	8.3	8.3	5.5	5.3	5.2	5.2
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	5.9		5.1		5.2		5.7		6.7		6.2		6.6		6.7		7.0	
SHARE AUDIENCE %	24		21		20		20		23		20		21		22		23	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.9		1.7		1.7		1.8		2.3		1.9		1.9		1.8		1.8	
SHARE AUDIENCE %	8		7		7		7		8		6		6		6		6	
PBS																		
AVERAGE AUDIENCE	1.4		1.1		0.9		1.1		0.9		0.9		1.0		1.0		0.9	
SHARE AUDIENCE %	6		5		4		4		3		3		3		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	2.8		2.8		3.0		3.4		3.4		3.8		3.9		3.9		3.9	
SHARE AUDIENCE %	12		12		12		12		12		12		12		13		13	
PAY SERVICES																		
AVERAGE AUDIENCE	1.4		1.5		1.6		1.6		1.5		1.5		1.6		1.6		1.6	
SHARE AUDIENCE %	6		6		6		6		5		5		5		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.8-12,1988

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT		30.0	30.3	30.7	31.2	31.0	32.5	33.4	34.5	35.5	37.2	38.2	39.8	44.7	46.1	47.0	47.5		
ABC TV		←GENERAL HOSPITAL→ (PAE)														ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE	{	6,240														7,780			
(Hhlds (000) & %)		7.0	7.0 *		7.1 *											8.8			
SHARE AUDIENCE	%	23	23 *		23 *											19			
AVG. AUD. BY 1/4 HR	%	7.0	6.9	7.1	7.1											8.5	9.0		
CBS TV		←GUIDING LIGHT→ (PAE)														CBS EVENING NEWS-RATHER			
AVERAGE AUDIENCE	{	5,140														7,810			
(Hhlds (000) & %)		5.8	5.8 *		5.8 *											8.8			
SHARE AUDIENCE	%	19	19 *		19 *											19			
AVG. AUD. BY 1/4 HR	%	5.9	5.8	5.8	5.8											8.9	8.8		
NBC TV		←SANTA BARBARA→ (PAE)														NBC NIGHTLY NEWS			
AVERAGE AUDIENCE	{	4,310														7,640			
(Hhlds (000) & %)		4.9	4.9 *		4.8 *											8.6			
SHARE AUDIENCE	%	16	16 *		16 *											19			
AVG. AUD. BY 1/4 HR	%	5.0	4.9	4.8	4.8											8.6	8.7		

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	7.7		8.2		8.8		9.6		10.3		10.9		12.9		14.0			
SHARE AUDIENCE %	25		26		28		28		28		28		29		30			
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.1		2.4		2.5		2.8		2.8		3.1		3.0		3.3			
SHARE AUDIENCE %	7		8		8		8		8		8		7		7			
PBS																		
AVERAGE AUDIENCE	0.7		1.0		1.0		1.0		0.9		0.9		1.1		1.1			
SHARE AUDIENCE %	2		3		3		3		2		2		2		2			
CABLE ORIG.																		
AVERAGE AUDIENCE	4.0		4.2		4.3		4.2		4.2		4.7		4.8		5.1			
SHARE AUDIENCE %	13		13		14		12		12		12		11		11			
PAY SERVICES																		
AVERAGE AUDIENCE	1.6		1.4		1.3		1.3		1.4		1.5		2.0		2.3			
SHARE AUDIENCE %	5		5		4		4		4		4		4		5			

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.13, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.7	8.4	9.3	10.5	11.9	13.7	15.5	17.3	18.9	21.0	22.5	23.5	24.0	25.1	25.8	25.9	25.9	26.3
ABC TV					LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,060		1,860		2,570		2,840		3,630		4,250		3,990	
					1.2		2.1		2.9		3.2		4.1		4.8		4.5	
SHARE AUDIENCE %					9		13		15		14		17		19		17	
AVG. AUD. BY 1/4 HR %					1.1	1.4	1.8	2.4	2.7	3.1	3.1	3.4	3.8	4.4	4.7	4.9	4.4	4.6
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,510		2,130		3,190		3,810		4,430		3,280		3,280	
					1.7		2.4		3.6		4.3		5.0		3.7		3.7	
SHARE AUDIENCE %					13		15		18		19		20		14		14	
AVG. AUD. BY 1/4 HR %					1.6	1.8	2.2	2.6	3.3	3.9	4.1	4.5	4.9	5.0	3.8	3.6	3.6	3.8
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,130		2,750		3,370		3,810		3,900		4,700		3,990	
					2.4		3.1		3.8		4.3		4.4		5.3		4.5	
SHARE AUDIENCE %					19		19		19		19		18		20		17	
AVG. AUD. BY 1/4 HR %					2.1	2.7	2.9	3.2	3.6	4.0	4.3	4.2	4.4	4.5	5.1	5.6	4.6	4.3
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.8		2.4		3.0		3.5		3.7		4.8		4.7		5.4		6.2	
SHARE AUDIENCE %	22		24		23		21		19		21		19		21		24	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7 ^		1.0		1.0		1.4		1.0		1.1		0.8		1.2		1.7	
SHARE AUDIENCE %	9 ^		10		8		9		5		5		3		5		7	
PBS																		
AVERAGE AUDIENCE	<<		0.1 v		0.5 ^		0.8		0.7 ^		0.8		0.9		1.2		1.4	
SHARE AUDIENCE %	<<		1 v		4 ^		5		4 ^		3		4		5		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.8		1.8		2.2		2.7		3.1		3.1		3.3		3.4		3.5	
SHARE AUDIENCE %	22		18		17		16		16		13		13		13		13	
PAY SERVICES																		
AVERAGE AUDIENCE	1.5		1.7		2.0		2.1		2.6		3.1		3.0		2.8		2.2	
SHARE AUDIENCE %	19		17		16		13		13		13		12		11		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 13, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		26.1	26.6	26.5	27.3	26.8	27.0	26.1	26.5	26.6	27.3	27.8	29.2	29.7	29.9	30.2	30.9	31.6	32.2
ABC TV		BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		HEALTH SHOW		(1)				←		PGA CHAMPIONSHIP-SAT (2:00-6:00)					→
AVERAGE AUDIENCE (Hhlds (000) & %)		4,700		3,010		1,060		1,240				2,750							
		5.3		3.4		1.2		1.4				3.1	2.7 *		2.8 *		2.8 *		3.0 *
SHARE AUDIENCE	%	20		13		4		5				10	9 *		9 *		9 *		9 *
AVG. AUD. BY 1/4 HR	%	5.0	5.6	3.5	3.4	1.3	1.1	1.5	1.4			2.6	2.8	2.9	2.7	2.8	2.8	3.0	3.0
CBS TV		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL													
AVERAGE AUDIENCE (Hhlds (000) & %)		2,920		3,370		3,540													
		3.3		3.8		4.0													
SHARE AUDIENCE	%	13		14		15													
AVG. AUD. BY 1/4 HR	%	3.2	3.5	3.6	3.9	4.0	4.1												
NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						(2)	←	NBC MAJOR LEAGUE BASEBALL DETROIT VS BOSTON RED SOX NEW YORK YANKEES VS MINNESOTA (MULTI SEGMENT)(PAE)					→
AVERAGE AUDIENCE (Hhlds (000) & %)		3,370		2,390		1,860						4,160	6,290						
		3.8		2.7		2.1						4.7	7.1		6.7 *		7.2 *		7.6 *
SHARE AUDIENCE	%	14		10		8						17	22		22 *		24 *		24 *
AVG. AUD. BY 1/4 HR	%	3.7	3.9	2.7	2.7	2.0	2.1					4.6	5.7	6.6	6.8	7.1	7.3	7.6	7.6
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		6.6		6.2		7.5		7.7		8.3		8.3		8.9		8.7		9.0	
SHARE AUDIENCE %		25		23		28		29		31		29		30		28		28	
SUPERSTATIONS																			
AVERAGE AUDIENCE		2.0		1.8		2.1		2.4		2.9		2.6		2.7		2.8		3.1	
SHARE AUDIENCE %		8		7		8		9		11		9		9		9		10	
PBS																			
AVERAGE AUDIENCE		1.2		1.4		1.3		1.6		1.7		1.8		1.4		1.4		1.4	
SHARE AUDIENCE %		5		5		5		6		6		6		5		5		4	
CABLE ORIG.																			
AVERAGE AUDIENCE		3.7		4.7		5.0		5.2		5.3		5.5		5.5		5.9		5.8	
SHARE AUDIENCE %		14		17		19		20		20		19		18		19		18	
PAY SERVICES																			
AVERAGE AUDIENCE		1.6		1.3		1.6		2.2		2.5		2.1		1.9		2.3		2.8	
SHARE AUDIENCE %		6		5		6		8		9		7		6		8		9	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS(B),THE RANSOM OF RED CHIEF,(PAE),ABC,(1:00-1:30),(R)
(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:16)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.13, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		32.2	32.3	32.5	33.4	33.5	34.1	34.2	34.7	35.3	37.0	37.1	37.4
ABC TV		———	———	PGA CHAMPIONSHIP-SAT (2:00-6:00)	———	———	———	———	———→			ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE	{											3,810	
(Hhlds (000) & %)			3.0 *		3.1 *		3.5 *		3.6 *			4.3	
SHARE AUDIENCE	%		9 *		9 *		10 *		10 *			11	
AVG. AUD. BY 1/4 HR	%	3.1	3.0	3.0	3.2	3.5	3.4	3.4	3.7			4.3	4.4
CBS TV				←———	CBS SPORTS SATURDAY BOXING/AUSTRALIAN TRAVEL LOG	———	———	———	———→			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE	{			3,460								4,080	
(Hhlds (000) & %)				3.9	3.3 *		4.3 *		4.1 *			4.6	
SHARE AUDIENCE	%			11	10 *		13 *		12 *			12	
AVG. AUD. BY 1/4 HR	%			3.3	3.3	3.9	4.7	4.2	4.1			4.5	4.7
NBC TV		———	———	NBC MAJOR LEAGUE BASEBALL DETROIT VS BOSTON RED SOX NEW YORK YANKEES VS MINNESOTA (MULTI SEGMENT)(PAE)	———	———	———	———→	(PAE)			NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE	{											5,850	
(Hhlds (000) & %)			7.5 *		7.5 *		6.8 *					6.6	
SHARE AUDIENCE	%		23 *		23 *		20 *					17	
AVG. AUD. BY 1/4 HR	%	7.6	7.4	7.6	7.5	7.0	6.6	5.4				6.6	6.7

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	8.5		9.7		10.8		11.3		11.1		11.1	
SHARE AUDIENCE %	26		29		32		33		31		30	
SUPERSTATIONS												
AVERAGE AUDIENCE	3.0		3.3		3.9		3.9		3.5		3.1	
SHARE AUDIENCE %	9		10		12		11		10		8	
PBS												
AVERAGE AUDIENCE	1.7		1.4		1.6		2.0		1.6		1.5	
SHARE AUDIENCE %	5		4		5		6		4		4	
CABLE ORIG.												
AVERAGE AUDIENCE	5.8		5.9		5.3		5.8		5.7		5.6	
SHARE AUDIENCE %	18		18		16		17		16		15	
PAY SERVICES												
AVERAGE AUDIENCE	3.0		3.4		3.0		2.9		3.2		3.2	
SHARE AUDIENCE %	9		10		9		8		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.14, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		5.6	6.5	7.5	8.6	10.2	11.9	13.0	14.3	16.6	18.9	20.5	21.6	22.5	23.4	23.8	24.9	25.8	26.9
ABC TV																			
AVERAGE AUDIENCE (Hhlds (000) & %)	{																		
SHARE AUDIENCE	%																		
AVG. AUD. BY 1/4 HR	%																		
CBS TV						FOR OUR TIMES (SUS)				←SUNDAY MORNING					→	FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)	{									3,280 3.7	3.1 *		3.9 *		4.1 *	2,130 2.4			
SHARE AUDIENCE	%									17	17 *		18 *		17 *	9			
AVG. AUD. BY 1/4 HR	%									2.7	3.4	3.8	4.0	4.0	4.1	2.5	2.3		
NBC TV						←SUNDAY TODAY					→	←MEET THE PRESS			→				
AVERAGE AUDIENCE (Hhlds (000) & %)	{					1,510 1.7	1.5 *		1.8 *		1.9 *	2,040 2.3	2.0 *		2.5 *				
SHARE AUDIENCE	%					11	13 *		12 *		10 *	10	9 *		10 *				
AVG. AUD. BY 1/4 HR	%					1.4	1.6	1.7	1.8	2.0	1.9	2.0	2.1	2.4	2.6				
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		1.9		2.4		3.4		4.3		5.1		6.4		6.9		7.9		8.7	
SHARE AUDIENCE %		32		30		31		32		29		30		30		33		33	
SUPERSTATIONS																			
AVERAGE AUDIENCE		0.7 ^		1.0		1.3		1.7		2.1		2.3		2.1		2.3		2.9	
SHARE AUDIENCE %		12 ^		13		12		13		12		11		9		9		11	
PBS																			
AVERAGE AUDIENCE		0.1 v		0.3 ^		0.7 ^		1.0		1.3		1.4		1.5		1.5		1.4	
SHARE AUDIENCE %		2 v		4 ^		6 ^		7		7		7		7		6		5	
CABLE ORIG.																			
AVERAGE AUDIENCE		1.5		2.1		2.6		2.8		3.7		4.3		4.7		5.1		5.6	
SHARE AUDIENCE %		25		26		24		21		21		20		20		21		21	
PAY SERVICES																			
AVERAGE AUDIENCE		0.9		1.2		1.3		1.5		2.1		2.6		3.2		3.3		3.6	
SHARE AUDIENCE %		15		15		12		11		12		12		14		14		14	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 14, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		27.4	27.7	28.6	29.5	29.4	30.5	30.5	32.0	32.7	33.1	34.2	34.7	35.3	36.0	36.3	36.2	37.3	37.6
ABC TV		←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD										← PGA CHAMPIONSHIP-SUN (2:00-6:00)							
AVERAGE AUDIENCE (Hhlds (000) & %)		3,100 3.5	3.2 *		3.8 *	890 1.0						3,900 4.4	2.9 *		3.6 *		3.9 *		4.1 *
SHARE AUDIENCE	%	12	11 *		12 *	4						12	8 *		10 *		11 *		11 *
AVG. AUD. BY 1/4 HR	%	3.0	3.3	3.7	3.8	1.0	1.1					2.8	3.1	3.4	3.7	3.8	4.0	4.0	4.2
CBS TV								← CBS SPORTS SUNDAY NFL PRE SEASON GAME (1:00-4:02)											
AVERAGE AUDIENCE (Hhlds (000) & %)								7,350 8.3	6.7 *		8.4 *		8.9 *		8.1 *		8.6 *		8.9 *
SHARE AUDIENCE	%							24	21 *		26 *		26 *		23 *		24 *		24 *
AVG. AUD. BY 1/4 HR	%							6.1	7.4	8.3	8.5	9.0	8.7	7.9	8.3	8.7	8.5	9.0	8.8
NBC TV														← NBC SPORTS SPCL →					
AVERAGE AUDIENCE (Hhlds (000) & %)														2,480 2.8	2.4 *		2.9 *		3.2 *
SHARE AUDIENCE	%													8	7 *		8 *		9 *
AVG. AUD. BY 1/4 HR	%													2.4	2.5	2.8	3.0	3.1	3.3

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	9.6	10.9	11.5	10.9	10.6	10.7	11.4	10.9	11.3
SHARE AUDIENCE %	35	37	38	35	32	31	32	30	30
SUPERSTATIONS									
AVERAGE AUDIENCE	3.1	4.0	4.6	4.0	3.4	2.9	3.2	2.7	2.9
SHARE AUDIENCE %	11	14	15	13	10	8	9	7	8
PBS									
AVERAGE AUDIENCE	1.2	1.4	1.3	1.1	1.0	1.2	1.3	1.3	1.2
SHARE AUDIENCE %	4	5	4	4	3	3	4	4	3
CABLE ORIG.									
AVERAGE AUDIENCE	5.4	5.6	6.0	5.7	5.8	6.0	6.5	6.8	7.1
SHARE AUDIENCE %	20	19	20	18	18	17	18	19	19
PAY SERVICES									
AVERAGE AUDIENCE	3.9	3.3	2.4	2.4	2.4	2.7	3.2	2.7	2.6
SHARE AUDIENCE %	14	11	8	8	7	8	9	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.14, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		37.1	37.1	36.1	36.3	36.5	37.1	37.3	37.9	40.1	41.3	41.7	41.9
ABC TV		PGA CHAMPIONSHIP-SUN (2:00-6:00) →										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)	{											4,700	
			4.9 *		5.3 *		5.9 *		4.5 *			5.3	
SHARE AUDIENCE	%		13 *		15 *		16 *		12 *			12	
AVG. AUD. BY 1/4 HR	%	4.8	5.1	5.2	5.4	5.8	5.9	4.9	4.1			5.4	5.2
CBS TV		(1)								CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000) & %)	{									6,200			
										7.0			
SHARE AUDIENCE	%									16			
AVG. AUD. BY 1/4 HR	%	7.2								6.6	7.4		
NBC TV		← SPORTSWORLD (4:00-6:09) →										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,460										4,340	
		3.9	4.0 *		3.8 *		3.5 *		3.8 *			4.9	
SHARE AUDIENCE	%	11	11 *		10 *		10 *		10 *			11	
AVG. AUD. BY 1/4 HR	%	4.0	4.1	3.8	3.8	3.6	3.4	3.6	4.1	4.7		5.0	4.8

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	12.7	13.0	13.1	13.0	13.4	14.0
SHARE AUDIENCE %	34	36	36	35	33	33
SUPERSTATIONS						
AVERAGE AUDIENCE	3.0	3.3	4.0	3.6	3.9	3.7
SHARE AUDIENCE %	8	9	11	10	10	9
PBS						
AVERAGE AUDIENCE	1.3	1.3	1.4	1.8	1.4	1.4
SHARE AUDIENCE %	4	4	4	5	3	3
CABLE ORIG.						
AVERAGE AUDIENCE	7.3	6.9	6.6	7.0	6.4	6.3
SHARE AUDIENCE %	20	19	18	19	16	15
PAY SERVICES						
AVERAGE AUDIENCE	3.2	3.1	3.1	3.4	3.5	3.2
SHARE AUDIENCE %	9	9	8	9	9	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS SPORTS SUNDAY,NFL PRE SEASON GAME,CBS,(1:00-4:02)

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, AUGUST 13, 1988

PROGRAM NAME			HOUSEHOLDS WITH ANY CHILD:					
START TIME	DURATION	NET	UNDER 18 AA%	UNDER 18 (0,000)	UNDER 12 AA%	UNDER 12 (0,000)	UNDER 6 AA%	UNDER 6 (0,000)
ABC WEEKEND SPECIALS(R) (B)								
1.00PM	30	ABC	2.3	79	2.7	67	3.0	48
ALF-SAT MORN								
10.00AM	30	NBC	8.5	287	9.6	239	10.6	168
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	4.2	143	4.6	115	4.1	66
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	10.1	341	10.7	266	11.6	184
ANIMAL CRACK-UPS								
12.00NN	30	ABC	5.5	187	5.6	141	4.8	76
BUGS BUNNY/TWEETY SHOW I								
11.00AM	30	ABC	8.1	275	8.1	201	7.4	117
BUGS BUNNY/TWEETY SHOW II								
11.30AM	30	ABC	9.7	328	9.7	243	8.7	139
DENNIS THE MENACE								
11.30AM	30	CBS	6.1	208	7.3	183	7.9	126
FLINTSTONE KIDS								
9.30AM	30	ABC	6.7	226	7.9	196	7.4	118
FOOFUR								
12.00NN	30	NBC	5.7	194	6.4	159	6.8	109
FRAGGLE ROCK								
11.00AM	30	NBC	9.1	308	10.1	251	12.1	192
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	7.2	243	8.2	205	8.6	137
GUMMI BEARS								
8.00AM	30	NBC	4.9	166	5.5	138	6.2	99
HELLO KITTY								
8.00AM	30	CBS	3.6	121	4.3	106	4.9	78
I'M TELLING								
12.30PM	30	NBC	4.0	137	4.4	110	4.2	66
LITTLE WIZARDS								
8.00AM	30	ABC	2.2	75	2.1	51	1.6	26
MIGHTY MOUSE								
10.30AM	30	CBS	7.2	244	9.2	229	10.3	163
MUPPET BABIES I								
8.30AM	30	CBS	5.4	183	6.4	160	7.3	116
MUPPET BABIES II								
9.00AM	30	CBS	8.1	275	10.0	249	10.5	166
MUPPET BABIES III								
9.30AM	30	CBS	9.3	314	11.4	284	11.4	181
MY PET MONSTER								
9.00AM	30	ABC	6.3	213	7.4	185	7.3	116

SPECIAL REPORT:HOUSEHOLDE WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY , AUGUST 13, 1988

PROGRAM NAME START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
NEW ARCHIES 11.30AM	30	NBC	7.3	246	8.1	201	9.6	153
PEE WEE'S PLAYHOUSE 10.00AM	30	CBS	10.4	352	12.9	322	14.1	225
POPEYE & SON 11.00AM	30	CBS	6.9	235	8.4	209	9.5	152
REAL GHOSTBUSTERS I 10.00AM	30	ABC	8.3	282	9.5	238	10.1	161
REAL GHOSTBUSTERS II 10.30AM	30	ABC	9.3	314	10.4	260	11.1	177
SMURFS I 8.30AM	30	NBC	6.1	207	6.8	171	8.9	141
SMURFS II 9.00AM	30	NBC	7.0	235	8.2	204	10.5	167
SMURFS III 9.30AM	30	NBC	8.1	274	9.5	237	11.2	179
TEEN WOLF 12.00NN	30	CBS	7.1	241	8.5	211	9.3	147

UE: 33810 UE: 24940 UE:15920

INTAB: 1310 INTAB:971 INTAB:623

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS
<< - BELOW MINIMUM RATING STANDARDS
LT - BELOW MINIMUM PROJECTION STANDARDS

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